



Near Miss:
The Lessons
Of Gustav



The Cancer Wars:
New Hopes—and
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TIME

The Education Of Sarah Palin

BY NATHAN THORNBURGH

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6 | 10 QUESTIONS Thomas Friedman, energized

8 | POSTCARD: BLACK ROCK DESERT

11 | INBOX



Thomas Friedman On the importance of green, page 6

BRIEFING

13 | THE MOMENT The lonely last days of the Bush presidency

14 | THE WORLD Google's browser bet; another Russian reporter slain; Japan's Prime Minister steps down

16 | VERBATIM Nagin tweaks Gustav tune; Georgia's war of words; Diddy digs cheap gas

17 | HISTORY The haughty past, and bleak future, of the humvee

18 | POP CHART *Vogue's* photo flap; hello, Ocho Cinco; Phelps to front SNL

19 | MILESTONES Speed racer Phil Hill dies; remembering Del Martin, a gay-rights pioneer

COMMENTARY

20 | CURIOUS CAPITALIST A spot-on scholar tackles the subprime mess

23 | IN THE ARENA What the Veep choices say about the candidates

Helen Mirren Yes, I admit it. I loved cocaine! page 18



PAGE 6 13 20 24 51 59 68



Sarah Palin Stepping into the national spotlight, page 24



Hurricane Gustav Leaving more lessons to learn, page 32

On the cover: Sarah Palin photographed for TIME at the Hilton Minneapolis on Sept. 3, 2008, by Richard Fleishman. Insets, from left: Eliot Kamenitz—The Times-Picayune/AP; Science Source/Photo Researchers; Pal Hansen for TIME

THE WELL

COVER STORY

24 | CAMPAIGN '08: SARAH PALIN Time camps out in Wasilla, Alaska, to paint a full portrait of the VP nominee

32 | NATION: HURRICANE GUSTAV New Orleans dodged a disaster. Why its luck could run out

34 | WORLD: AFGHANISTAN As strikes against the Taliban intensify, civilian deaths are on the rise

36 | SCIENCE: CANCER Bureaucracy and turf wars have stalled research into the dreaded disease. How to fix a broken system

44 | ART: DAMIEN HIRST By taking his work straight to auction, the British bad boy is changing the game

LIFE

51 | SOCIAL NORMS Crowdfunding turns groupies into venture capitalists

52 | EDUCATION How one student is getting strangers to foot his tuition bill

53 | CAR CULTURE Why going in circles actually helps ease traffic woes

54 | RIGHT ON YOUR MONEY Flexible elder-care insurance for aging boomers

56 | FOOD Can the Slow Food movement handle a fast-growing world?



ARTS

59 | BOOKS *American Wife*: A winning piece of fiction inspired by true life

63 | TELEVISION Why *True Blood*, HBO's new vampire drama, needs a transfusion

64 | VIDEO GAMES *The Sims* creator wants to make you a god

67 | DOWNTIME A Beach Boy's ageless optimism; a buddy movie with babies comes to DVD; lessons from billionaire T. Boone Pickens

Spore Bringing aliens to life: you as creator, page 64

68 | ESSAY: THE TIGHTROPE Nancy Gibbs explains why the Palin pick ties her up in knots

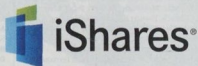
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10 Questions.

The columnist's new book, *Hot, Flat, and Crowded*, is out Sept. 8. **Thomas Friedman will now take your questions**



Next Questions

Ask Mario Batali your questions for an upcoming interview, at time.com/10questions

What moved you to write *Hot, Flat, and Crowded*?

Louland Escabusa

MAKATI CITY, PHILIPPINES

I spent two years doing documentaries for the Discovery Channel on energy and the environment, and it was really after that I realized something big had happened. The "flat" in *Hot, Flat, and Crowded* is my shorthand for the rise of middle classes all over the world. If this many people are able to live like Americans, the energy and environment implications will be explosive.

Which technologies do you think will emerge as primary drivers of renewable energy?

Bryan Massie

FORT WORTH, TEXAS

Do you know what my favorite renewable fuel is? An ecosystem for innovation. That's really what we're missing today—100,000 people out there trying 100,000 different things in 100,000 different garages. Who knows what will come out of that?

Is 10 years a meaningful time frame for anything significant to happen in U.S. energy-consumption patterns?

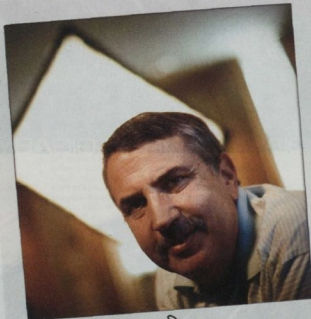
Seth Frank, SAN FRANCISCO

I don't know whether 10 years is realistic, but I love the idea of an aspirational goal that we can all get mobilized behind. Americans love to reach for the impossible. They love to be challenged that way.

Why does the average American pay so little attention to the lack of a comprehensive U.S. energy policy?

Robert McElcar

SIMPSONVILLE, S.C.



So much of it has to do with leadership. For the last eight years we've had a President and Vice President who have basically said our use of oil is a God-given right. Imagine if our President said tomorrow, I'm going to get rid of my armor-plated limousine and I'm going to have an armor-plated Ford Escape hybrid.

Given the environmental challenges facing China, is there any chance that it will seize the green initiative from the U.S.?

Gino Tabacchi, ST. LOUIS, MO.

We say that necessity is the mother of invention, and no country has more of a necessity to develop clean power than China. If we don't lead, someone else will, and China is a very likely candidate.

It seems unlikely that we can continue to support the low-density demographics of much of America. How can we sell the public on the advantages of urban density?

Greg Dressler

ANN ARBOR, MICH.

I think it's got to be a part of a larger understanding. We've gone from thinking the fuels that powered our growth were inexpensive, inexhaustible and benign to understanding they are exhaustive, expensive and toxic. Once you frame the problem that way, people will look at solutions differently.

What do you think the next President has to do to resolve the Palestinian-Israeli conflict?

Samir Al-Otaibi, DALLAS

I think the plan that President Clinton laid out is the foundation for Israeli-Palestinian peace. Unfortunately, both societies are so broken internally, it will take an American diplomatic initiative to get the two parties to make peace.

What course will outsourcing take in the near future?

Stephen Frank, TORONTO

If it makes economic sense for the parties engaged, it will happen. If you're in the business world, you'd better make sure it is done by you and not to you.

Do you think America will lose its scientific and technological edge in the next 10 years?

Ali Khan, CHICAGO

I am a radical pro-immigration advocate, because I believe that our ability to cream off the first-round intellectual draft choices from around the world remains one of our great competitive advantages. We should pin a green card to any foreign student who comes here and gets a Ph.D.

What is the one thing that every person in the world needs to know about energy policy?

Victor Spinelli, AMBRIDGE, PA.

Former Saudi oil minister Sheikh Ahmed Zaki Yamani once said, "The Stone Age didn't end because we ran out of stones." The oil age will not end because we've run out of oil. It will end because people invent alternatives.



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Postcard: Black Rock Desert.

Why an 83-year-old ex-nuclear physicist is drawn to a performance-art festival famed for sex, drugs and self-indulgence. **The oldest man at Burning Man**

BY JOSH QUITTNER



Global Dispatch
For a new postcard from around the world every day, visit time.com



I BET MY COUSIN IRVING Kofsky was the oldest man at Burning Man this year. But Andie Grace, a spokeswoman who keeps track of such things at the annual weeklong festival in the Nevada desert, says there's no way to know. "Among the oldest participants I've ever had the pleasure to hang out with, one was actor Larry Hagman, who was born in September of '31," she tells me. "So your cousin has him beat." Easily, Irving was 7 when J.R. Ewing was born. "Do you think you're the oldest guy at Burning Man?" I ask him.

"Don't go there," he says sharply.

Irving, a physicist, is my hero. This is his second trip to Burning Man. His son Lewis, who's made the trek from New York eight times, turned Irving on to the scene here in 2006, and Irving liked what he saw. How could I resist tagging along too, to gauge this pre-Depression baby's reaction to one of the most unbridled examples of 21st century self-expression and self-indulgence? Techno-hippies, freaks, self-described "mutants," the pierced, the tattooed and the naked streamed past us on foot, on bicycles and in two-decker "art cars" done up to look like pirate ships and space shuttles.

We were walking along the esplanade that rings the central playa, where nearly 50,000 people materialize at summer's end to construct huge metal sculptures, geodesic domes, mobile dragons that shoot real flames, and other art installations that, well, wouldn't be possible anywhere else. Irving, bare-chested beneath a rainbow-colored vest and wearing a straw pith helmet festooned with a lei of red, purple, blue and yellow silk flowers, looked as if he'd just arrived. Which he had, after a two-day drive in a truck from his summer place in Montana.

We stop in front of a three-story statue composed entirely of bleached animal



Fiery festival Revelers flock to Nevada to act out—and set a massive sculpture ablaze

bones. I am impressed. Not Irving. "What are we missing here?" he asks. "Art is supposed to inspire."

When I was a little boy, Irving was a man of mystery, like James Bond suavely passing through Miami International Airport. My grandmother and I greeted him as he came off the plane, and we sat in a coffee shop, where he diagrammed an atom on a napkin and explained his job as a nuclear physicist. Only years later did I learn that he was involved in the first phase of

Operation Dominic—the detonation of 36 nuclear explosions in the Pacific—and from an airplane he tried to measure the bombs' electromagnetic pulses. He hardly ever discussed it.

Could anything be more riveting than watching an atom bomb explode? What could possibly trump seeing the sky high above Johnston Island turn into a man-made aurora borealis?

As usual, Irving swats aside my questions as if they were pesky mosquitoes. "It was disgusting," he says. "A terrible waste of time. We learned nothing."

Now, across the desert, a giant explosion of flame sends up a rubbery puff

of soot-black smoke, and a diaphanous form slowly takes shape: a perfect smoke ring. Framed against the deep blue sky, it hangs lazily above the playa—one of hundreds that an attendee known as the "smoke-ring guy" will crank out this week. It's typical of the science-heavy vibe here: Burning Man is where the right brain meets the left brain, where technologists use science to create art.

Suddenly, Irving and I find ourselves surrounded. A mob of people dressed as bunnies—hundreds of them, maybe thousands, with bunny noses, bunny ears and buck bunny teeth. They swarm the esplanade carrying picket signs (THE ONLY GOOD HUMAN IS AT THE END OF A KEY CHAIN). The lead bunny is yelling through a megaphone, inciting the crowd, as we're engulfed in the annual Billion Bunny March. One bunny pulls a wagon with a boom box that blares *Little Bunny Foo Foo*, and a bunny brass band, with a tuba and a trombone, marches by. We can't move and are frozen to the spot. I glance at my cousin and see the light sparkling from his eyes. "See?" says the oldest man at Burning Man. "This is the kind of thing you could never explain." ■



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Seoul By Design

The Korean capital is emerging as a key global player as it focuses on design and transforms its urban spaces

Two thousand and ten is a significant year for Seoul. It will mark the city's rebirth as a world-class design center and hub for creative innovation and it is a major milestone in the city's efforts to revitalize its urban spaces.

Already, Seoul is renowned for the quality of its design.

Korean household brands like Samsung, LG and Hyundai have received global recognition for their design prowess; winning awards from iF Design Awards, red dot design awards, Good Design Japan and International Design Excellence Awards. Design has become the sixth biggest economic driver in Seoul since Mayor Se-hoon Oh's inauguration.

But 2010 will see the city step up its game - and a major catalyst for this development is Seoul's appointment as the World Design Capital 2010.

The biennial World Design Capital competition aims to promote and encourage the use of design to further social, economic and cultural development in cities around the world.



Seoul and ICSID sign an agreement to host the World Design Capital 2010



As the first official city to receive this award from the International Design Alliance (IDA) and the International Council of Societies of Industrial Designers (ICSID), this is clear recognition of Seoul as a strong contender when it comes to design.

As the World Design Capital 2010, Seoul will experience growth of as much as 19.2 percent a year in the design industry, with sales to increase from USD7 billion to USD15 billion. Seoul will establish 1,000 design companies, creating 24,000 jobs and making this city the first stop on the international design list.

In order to prepare for 2010, Seoul is undertaking a number of projects to rejuvenate the city.

One of the major projects underway is the Seoul Design Olympiad 2008. Running from October 10 to 30, it will bring together international experts and young talents from around the world to share design ideas under the theme "Design is Air". Visionaries from public, industrial, fashion and graphic design will gather at Jamsil Olympic Stadium, the site of the 1988 Seoul Olympic Games.

The Seoul Design Olympiad is the first of many events where Seoul will act as a meeting place for design visionaries. Seoul also signed an MOU with French design school ENSAD on July 10 of this year, which will see students flock to the Korean capital to study design, with the city providing assistance and materials. On the same day, Seoul also

held the International Design Forum to discuss other ways for the city to transform itself into a hub for design; one that attracts visitors from around the world.



The design of Dongdaemun Design Plaza, dubbed the "Metronomic Landscape," shows a harmony between nature and architecture

Seoul will also offer a permanent design center and long-standing support through the establishment of the DDP (Dongdaemun Design Plaza) by 2010. Located in downtown Seoul, and designed by award-winning architect Zaha Hadid, the DDP will contain a convention hall, information center, exhibition hall, design shop and much more.

The project will see the Dongdaemun area become a haven for the fashion industry. Comprehensive support in the form of information, sales channels, education, technology and more will be available through the Seoul Fashion Center. Sales are expected to increase to USD30 billion, with Seoul ranking fifth on the world fashion scene.



The plaza will also impact on the city as a whole, revitalizing downtown Seoul. A major design landmark and one of Seoul's central tourist attractions, as many as 2.7 million tourists a year will visit the sight.

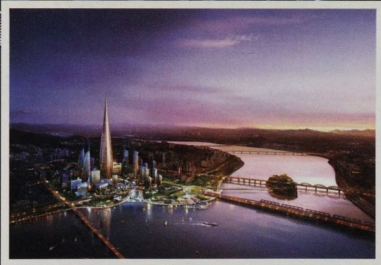
Other plans to transform the city into a world archetype for architectural design and beauty are in the works. Key tools in the process are the Urban Design Guidelines.

The guidelines offer a framework for re-designing Seoul's streets, squares and parks with pedestrians in mind, while paying attention to user comfort when rejuvenating public office spaces and buildings. Walkers, the handicapped and senior citizens will benefit from comfort and convenience on sidewalks, bus stops, police stations and riverside paths.

Seoul is also working on the Urban Gallery, using public spaces for open-air art exhibitions, showcasing the city's creativity.

Other urban renewal projects the city is undertaking are the restoration of the Hangang, or Han River, and Namsan Mountain.

Urban Gallery: art benches designed by prominent artists help citizens feel as if they are in an art gallery



The "Dream Hub," to be built in Gangnam, central Seoul, will bring about the river's renaissance

The banks of the Hangang, which runs through the center of the city, will transform into a pleasant place for local citizens and visitors to relax and enjoy leisure activities.

The development of eight riverside towns is also in the pipeline – the city will remove concrete embankments and generally improve the scenery.

Linking via Imjingang River to the West Sea, the Hangang will act as a gateway to the East and to the West. International sea ferry terminals leading to the West Sea are set to give Seoul access to the world – and the world entry to this increasingly global city.

Namsan Renaissance Project will see the mountain become one of the city's prevailing parks for residents and visitors alike by 2010. The renovations, which involve expenditures of USD17.4 million, include athlete-friendly jogging tracks, and improved restroom and lounge facilities.

Seoul is also reviving the current United States military base in Yongsan into a waterfront business district, featuring a landmark building and acres of green space.

Everyone – from citizens to business travelers and tourists – will benefit from greatly enhanced convenience in other aspects of life in Seoul, too.

These projects are a mere sample of what Seoul has planned to position itself as a global leader in design and in life in the lead-up to the city's role as the World Design Capital 2010. But this honor is far from the pinnacle of the city's design achievements – in fact, this is only the beginning.



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Inbox



What Becomes a Leader Most?

DAVID VON DREHLE'S COVER STORY "THE Five Faces of Barack Obama" assured me that Obama would be a good choice for President [Sept. 1]. The reason: he has the curiosity to look deeply into controversial issues. I am 80 years old and was raised in Wisconsin, where folks rarely considered other perspectives. I opted to live in Alaska from 1949 and on into statehood. I can well appreciate Obama's ability to examine an idea or policy that has been suitable and decide to move on if it no longer fits. This ability escapes most Americans. Sadly, the very positive attributes Obama possesses appear to be fodder for voters to doubt his abilities. The only salvation I can see, if any, will be when the older folks die off and the young realize our mistakes and embrace a candidate like Barack Obama.

Rita Ihly, BELLINGHAM, WASH.

YOUR WRITER ESSENTIALLY SAYS THAT Obama tells each of his supporters what they want to hear from him, regardless of whether he actually shares their beliefs. A great leader, as Obama claims to be, would not grovel for political advantage. A great leader should tell us what he deeply and sincerely believes we need to hear, even at the risk of losing the acclaim of the masses.

Lucia Ion, PLANO, TEXAS

'The major question is, When voters go to the polls, will they choose a candidate based on his ability to lead—or on his race?'

Terry Gerber, PORTLAND, ORE.

On to November Next up for Obama: selling himself to undecided voters

WHEN I SAW BARACK OBAMA ONCE AGAIN on the cover, two words immediately came to my mind: shockingly predictable.

Matt Willis, FORT WORTH, TEXAS

ENOUGH OBAMA MANIA ON YOUR COVERS!

Barry Howell, WHITE BEAR LAKE, MINN.

Fix the Vote!

RE THE QUOTE IN "BACK & FORTH" ABOUT letting thousands of voting machines remain broken for November's election because of a scheduling backlog [Sept. 1]: We can find water on Mars and land a man on the moon, but we can't produce a working voting machine in eight years? Heads should roll.

Norma Wilkinson, LONG BEACH, CALIF.

You, Too, Can Adore the Snore

I ENJOYED YOUR PIECE "THE SNORE WARS" [Sept. 1]. I would like to share a remarkable discovery I made while traveling the country on business and sharing hotel rooms with a male colleague who had a snore like an outboard motor. You cannot win a snore war by fighting the noise; you can win by embracing the sound. Simply set your breathing rhythm to the rhythm of the snore, and the sound becomes a sleep aid. Now I like it when my colleague goes to sleep first because I fall asleep faster.

Colin Dangaard, MALIBU, CALIF.



A QUESTION OF CLASS

I FINISHED MIKE MURPHY'S ARTICLE "A Working-Class Hero?" feeling more disconnected from my own

"class" than I ever did from Barack Obama [Sept. 1]. Yes, I am white, and yes, I spent years in a factory. But I've never had a beer during a

lunch break (it probably would have got me fired), I have no problem with young executives, I actually like endive salad, and while driving my pickup truck, I listen to NPR. I have no problem with a presidential candidate being perceived as elitist and would not vote for him if he typified the "lunch-pail wing" you described. I think Murphy should step off his pedestal a little more often; all white blue-collar workers are not the same.

William Gilchrist, CAMDEN, ARIZ.

One Size Does Not Fit All

AS A 72-YEAR-OLD WORKING FEMALE, I AM offended by Mike Murphy's caricature of Obama supporters [Sept. 1]. I bought a Prius because I have to drive 65 miles each way to work because jobs are scarce. I drink syrah to dull the pain of the damage done by eight years of Bush and friends.

Joni Woolf, ELLAVILLE, GA.

In Defense of Field Hockey

JOEL STEIN'S WISECRACK ABOUT SMITH College and field hockey was a cheap shot either at women's colleges, sexual preference or the sport [Sept. 1]. It wasn't funny. It was also wrong. Field hockey is largely a male sport internationally, and if Stein had tuned in to any of the Olympic matches, he would have seen jaw-dropping displays of athleticism and speed. Stein should have gone after beach volleyball.

Elizabeth Hoffman, HUMMELSTOWN, PA.

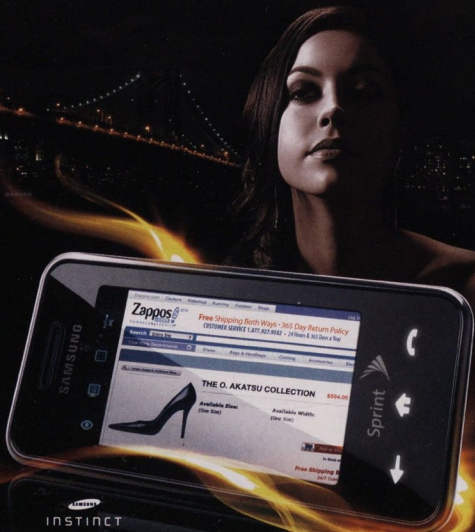
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Briefing

THE WORLD VERBATIM HISTORY

POP CHART MILESTONES



The Moment

9/20/08: St. Paul

GEORGE W. BUSH RETIRES IN 4 months, and he's going home to a place where there are no hurricanes. Neither big ones, like Katrina, that find a nation unprepared and send a President's approval rating to the bottom of a storm-ravaged sea, nor little ones, like Gustav. Bush was ready for Gustav, for what it's worth.

Central Texas is a land of dry grass, live oaks and the slow, brown waters of the Trinity and the Brazos, sanctified by the likes of John Wayne and Glenn Ford. Folks

there would give Bush a third term if they could; you could see it in the way Texas delegates at the Republican Convention whooped and waved their matching straw cowboy hats whenever his name was mentioned in St. Paul, Minn.

But that didn't happen much. For the first time in 40 years, an incumbent President wasn't featured at his own party's convention. Bush was beamed in antispectically from a seemingly empty White House, a lonely guy in quarantine, for a nine-minute speech.

Senator Joseph Lieberman, who isn't even a Republican, spoke more than twice as long—and in prime time.

A 70% disapproval rating is the most feared disease in politics, rare and highly contagious. Bush contracted

At the Republican Convention, the President is kept at arm's length

it after Katrina stripped his immunity and the germs swept in: Iraq, foreclosures, \$4 gas. So you can't blame the GOP for trying to seal away its afflicted leader like the boy in the bubble. From now on, candidates in swing states won't

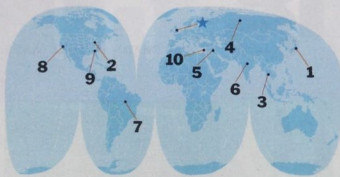
go near him without a mask, gloves and a bottle of Purell. John McCain, the party's nominee, is promising to fumigate Washington. Add one more metaphor of sickness: the lame duck.

Bush has no hope but to heal himself. As the price of oil floated downward, as Iraq's Anbar province, formerly a charnel house, returned to local control, as another September arrived with no cities flooded or towers destroyed, his vital signs improved slightly. Too little and too late for this political cycle, but beyond that lie the low hills of Texas, out of the storms, and a quiet wait for history's verdict.

—BY DAVID VON DREHLE

The World

10 ESSENTIAL STORIES



1 | Tokyo

Japan Searches for a New PM

Yasuo Fukuda resigned as Japan's Prime Minister amid widespread discontent over his inability to shepherd legislation through the nation's deadlocked parliament. When he took office less than a year ago, Fukuda was expected to bring stability to Japan, the world's second largest economy, following the resignation of his predecessor, Shinzo Abe, after 12 months on the job. The ruling party's secretary general, Taro Aso, is the front runner to succeed Fukuda, with Yuriko Koike emerging as a possible challenger. The party will vote on Sept. 22.

The Contenders



Yuriko Koike

A protégé of popular former Prime Minister Junichiro Koizumi, Koike is touted for her foreign policy expertise and has served as both Environment Minister and Defense Minister.



Taro Aso

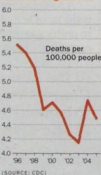
A conservative former Foreign Minister, Aso favors increasing government spending to kick-start Japan's sputtering economy.

2 | Ohio

A Spike in Teen Suicides

A sharp increase in the teen-suicide rate in 2004 was largely sustained in 2005, according to a new study. Some worry that warnings of a link between antidepressants and youth suicide is actually fueling the trend by dissuading at-risk teens from taking medication. Alcohol, access to guns and suicides among teenage U.S. troops were also cited as possible factors in the spike.

Suicide Rate for Americans Ages 10-19



A Thai antigovernment protester batters one of the Prime Minister's supporters on Sept. 2

3 | Bangkok

Antigovernment Protests Grow

Thai Prime Minister Samak Sundaravej declared a state of emergency in the capital after antigovernment protesters clashed with the regime's backers, leaving one dead and dozens injured. Samak, whom critics denounce as a proxy for former leader Thaksin Shinawatra, vowed to weather the demonstrations, even as protesters occupied his offices and the nation's election commission recommended that his party be disbanded.

4 | Russia

Suspicious Shooting

Magomed Yevloyev, a journalist known for his scathing criticism of the government, was killed while in police custody in the volatile southern region of Ingushetia. Authorities called the shooting accidental, but media-watchdog groups denounced it as part of what they say is a pattern of silencing dissent. At least 13 journalists in Russia have been slain in contract-style killings since 2000.



Anna Politkovskaya

Acclaimed *Novaya Gazeta* investigative reporter, murdered in 2006
Three suspects charged



Paul Klebnikov

Editor of *Forbes* magazine's Russian edition, murdered in 2004
Unsolved

5 | Iraq

Returning Anbar to The Iraqis

On Sept. 1, U.S. military commanders handed over control of Anbar province to Iraqi forces, a major sign of progress in a region that has claimed the lives of more than 1,000 U.S. soldiers since the war began. The move puts 11 of the nation's 18 provinces under Iraqi control. Yet the transition of Anbar, once a stronghold of al-Qaeda and the heartland of Iraq's Sunni insurgency, also underscores the changed nature of the U.S. role in Iraq. Though President Bush roundly rejected nation-building when he took office eight years ago, ensuring a stable government in Baghdad is now a cornerstone of U.S. operations.



Provinces handed over to Iraqi control

Numbers:

64

Number of days that California's state budget has awaited approval—a record

5

Number of civilians killed during an air strike in Afghanistan last month, according to a U.S. military investigation. The U.N. and the Afghan government maintain that more than 90 civilians died



6 | India

STILL STRANDED Rescue workers estimate that half a million people remain stranded almost two weeks after monsoon rains caused the worst flooding in northern India in nearly 50 years. Government and humanitarian agencies are struggling to feed the hundreds of thousands of evacuees, especially those in Bihar, above, the country's most populated and poverty-stricken state.

7 | Brazil

Spymasters Suspended

President Luiz Inácio Lula da Silva has suspended the directors of the Brazilian intelligence agency, ABIN, following allegations that it had tapped the phones of several government officials. Silva has called for an investigation into the scandal, which broke after a Brazilian newsmagazine published the transcript of a telephone conversation between Brazil's Supreme Court President and a Senator.



8 | California

The Browser Wars, Part II

Search giant Google unveiled Chrome, a new Web browser designed to compete with Microsoft's Internet Explorer. Still in the beta-test stage, Chrome sports some spiffy new features—bundled tabs, an address bar merged with a search box—but faces a tough fight from Explorer, which claims roughly 75% of the browser market.

9 | Georgia

Schools Earn an F

The Clayton County, Ga., school system became the first in the U.S. in almost 40 years to lose its accreditation, six months after a regional agency demanded that the Atlanta-area district reform its dysfunctional school board. Many colleges require a diploma from an accredited high school, leaving 50,000 Clayton County students in limbo unless the district turns itself around by next fall.

10 | Cyprus

Together Again?

The latest in a decades-long series of reunification talks between Greek and Turkish Cypriots began on this Mediterranean island Sept. 3, and with both sides' leaders taking moderate positions, hopes are high for a resolution this time. A brief recap of the divided nation's contentious history:



1963: Three years after achieving independence from Britain, Greek and Turkish communities clash.

1974: After a failed coup attempts to unite the island with mainland Greece, Turkish forces occupy northern Cyprus.

1983: Turkish Cypriots declare their portion of the island a breakaway republic.

2004: Greek Cypriots vote down a U.N.-led reunification plan.

2008: In April a major thoroughfare in the capital Nicosia, which separates north from south, reopens.

★ | What They're Eating In Britain:

The bite of food inflation has more Brits turning to cheap tins of grub. Sales of baked beans, a staple of postwar rationing years, have increased 12% in the past year—to a record \$530 million. Across the pond, Americans are experiencing a similar canned-food trend: sales of Spam are up more than 10%.



\$503
MILLION

Amount of aid needed to prevent 6.2 million North Koreans from starving, according to the World Food Programme

74%

Percentage decrease in U.S. chickenpox-related deaths from 1995 to 2005, thanks to effective vaccines, a new CDC study says



Verbatim

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'This is civil disobedience at its finest.'

MEGAN DAVY, Chicago resident, after hundreds of high school students skipped their first day of classes to protest financial disparities in Illinois' public education

'I'd probably call Gustav, instead of the mother of all storms, maybe the mother-in-law or the ugly sister of all storms.'

RAY NAGIN, mayor of New Orleans, after Hurricane Gustav failed to damage the city as many had expected

'He is not just anybody.'

MOHAMED FOUAD, a Cairo business executive, on Egyptian lawmaker and billionaire Hesham Talaat Moustafa, who was arrested for arranging the murder of Lebanese pop star Suzanne Tamim (right)

'Surviving in waters infested with sharks is something we're not used to.'

RAMIRO ARISPE, Bolivian naval captain, on joining a U.N. peacekeeping mission in Haiti. Bolivia lost its coast during an 1879-84 war with Chile; its navy is landlocked

'Life happens.'

STEVE SCHMIDT, John McCain spokesman, after running mate Sarah Palin confirmed that her unmarried 17-year-old daughter Bristol (right) is pregnant

'It is neither friendship nor enmity.'

MUAMMAR GADDAFI, Libyan leader, describing relations with the U.S. before Secretary of State Condoleezza Rice's arrival. It is the highest-level U.S. visit in 50 years

'I want to give a shout-out to all my Saudi Arabian brothers and sisters. If you could all please send me some oil for my jet, I would truly appreciate it.'

SEAN (DIDDY) COMBS, hip-hop mogul, in a video blog, on the high cost of fuel. Combs added, "I can't believe I'm flying commercial."



Back & Forth:

Russia

'They needed a small, victorious war.'

VLADIMIR PUTIN, Russian Prime Minister, claiming the U.S. engineered the Georgia conflict to boost support for the Republican party

'To suggest that the United States orchestrated this on behalf of a political candidate—it sounds not rational.'

DANA PERINO, White House spokeswoman, denying the accusation before saying that Putin's advisers are giving him "really bad advice"



Media

'Campbell, certainly you don't mean to belittle every experience, every judgment that she makes.'

TUCKER BOUNDS, John McCain spokesman, responding to questions from CNN anchor Campbell Brown about Sarah Palin's experience as commander in chief of Alaska's National Guard

'I don't think anybody expected the news media to just sit there and accept the Norman Rockwell painting. That's not our job.'

JON KLEIN, CNN president, disputing the McCain campaign's claim that Brown's questions were "over the line." McCain later canceled an interview with CNN's Larry King in protest

LEXICON

sunflower architecture n. Solar-powered buildings that can rotate toward the sun

USAGE: "In the United Arab Emirates, David Fisher, an Israeli-born Italian architect, is planning an 80-story rotating skyscraper, the Dynamic Tower. Some call it sunflower architecture."

VERBATIM: FROM TOP: GETTY IMAGES; PUTIN: AP/WIDEWORLD; PERINO: AP/WIDEWORLD; BOUNDS: AP/WIDEWORLD; KLEIN: AP/WIDEWORLD; GADDAFI: AP/WIDEWORLD; COMBS: AP/WIDEWORLD; TAMIM: AP/WIDEWORLD; ROCKWELL: AP/WIDEWORLD

A Brief History Of:

The Humvee



THE MIGHTY HUMVEE HAS CONQUERED FOREIGN BATTLEFIELDS, suburban soccer fields and much of the terrain between. But the vehicle has reached a crossroads: With gas prices high and warfare evolving, does it still fulfill the missions—civilian and military—it was built for?

When humvees first debuted in 1985, U.S. soldiers called them "Jeeps on steroids." More squat than sporty but superbly versatile, they served as troop carriers, command centers and ambulances. America got its first good look at them six years later during Desert Storm and liked what it saw enough that a civilian model appeared soon after. (Arnold Schwarzenegger was among the first to own one, more than a decade before he became governor of California and a champion of emissions standards.) By the mid-1990s, the Hummer's gleaming chrome grille and 14-m.p.g. (17 L/100 km) fuel consumption epitomized American extravagance. General Motors bought the marketing rights in 1999 and rolled out new models—the H2 and H3—in the face of predictable outrage from environmentalists: one zealot set fire to a Hummer dealership in West Covina, Calif., in 2003.

The military version, meanwhile, got bogged down in Iraq and Afghanistan. Roadside bombs shredded the minimally armored vehicles, killing hundreds of U.S. troops; "up-armored" models proved safer but prone to rollover. According to an August report, the Army is testing various next-generation vehicles—including a redesigned humvee dubbed the Expanded Capacity Vehicle II—and plans to spend billions on new trucks in 2009 and 2010.

The future of the civilian Hummer does not look as bright. GM stopped producing the H1 in 2006 and said in June it plans to scale back, sell off or shut down the division. These days, consumers prefer their Jeeps on a diet. —BY KATE PICKERT

Road warriors The first Gulf War brought the military's new combat vehicle into American living rooms

THE KING OF ALL SUVs



1989 The High Mobility Multipurpose Wheeled Vehicle

(HMMWV), or humvee, is used during the invasion of Panama

1991 Arnold Schwarzenegger gets a civilian version days before the *Terminator 2* premiere

1999 General Motors buys marketing rights

2002 GM introduces the H2, a smaller version of the Hummer for half the price

2003 Iraq war begins. The military is later criticized for using insufficient armor

2006 GM stops production of the H1 as sales plummet



THE SKIMMER



Ceremonial Violence: A Psychological Explanation Of School Shootings

By Jonathan Fast
Overlook; 336 pages

SCHOOL SHOOTINGS ARE among the most shocking acts of violence in modern America, and yet the one question asked by every parent and survivor—Why?—has rarely been systematically approached. Fast, a professor of social work at Yeshiva University, examines five case studies from 1974 to 1999—spending most of his time on 1999's Columbine massacre—hoping to figure out what drives young perpetrators to mass murder. Unfortunately, the motives are as varied as they are tragic: while Fast faults easy access to powerful firearms as a constant factor, sexual abuse, mental illness, broken homes and social isolation have all played a part in one rampage or another. Fast regards school shootings as "acts of terrorism without an ideological core" and believes that trying to predict them is largely futile. Most warning signs are overlooked—or in the case of one 16-year-old who advised his classmates on the best seats from which to view his killing spree—dismissed. The book is worth reading, if only as a reminder that the shooters, in some ways, are victims too. —BY M.J. STEPHEY

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Pop Chart



VOGUE INDIA photo shoot puts pricey accessories on impoverished people. American *Vogue* still putting pricey accessories on malnourished people

FENDI BID
\$100



Status update: **AARON SORKIN** to write movie about **FACEBOOK**



Bengals receiver **CHAD JOHNSON** legally changes last name to Ocho Cinco. Eli Manning still "Numero Dos"



JENNIFER ANISTON to guest on *30 Rock* as free-spirited stalker. Slide back into TV begins



VAN HALEN offended by McCain's use of *Right Now*, though probably for reasons different from yours



THE DARK KNIGHT grosses \$500 million. Katie Holmes sighs sadly



VLADIMIR PUTIN—still got it!



Red Shoe Diaries star **DAVID DUCHOVNY** in rehab for sex addiction

SHOCKING



STEPHENIE MEYER stops writing next *Twilight* book after draft is mysteriously leaked. We've got our eyes on you, J.K. Rowling



Willy Wonka creator **ROALD DAHL** = WW II British sex spy



HELEN MIRREN admits she used to "love" cocaine. Kate Moss sad to lose the one thing they had in common



NEW KIDS ON THE BLOCK release first album in 14 years



Pope condemns sculpture of crucified **FROG**

PREDICTABLE



Land Shark redux: **MICHAEL PHELPS** to host *SNL*



On MySpace blog, wise **LINDSAY LOHAN** says the Bristol Palin teen-pregnancy scandal is "distracting from the real issues"



Christian version of **GUITAR HERO** to debut. Rock me, sexy Jesus



Voters say Obama's **FIRST DOG** should be a ...

SHOCKINGLY PREDICTABLE

Milestones



Phil Hill

I HAD THE PLEASURE OF RACING against Phil Hill—who died on Aug. 28 at age 81—in 1967 in Sebring, Fla. It was toward the end of his career and near the beginning of mine. He was behind me, challenging my Ford with his Chaparral. All of a sudden, I saw a cloud of smoke, and his car blew out. What a relief it was, because he was a relentless, versatile driver with a fantastic record of success.

Having had the opportunity to race with Phil is a dear memory. He blazed the international trail at a time when it was unheard of for Americans to compete abroad. I was a young driver when he became the first American to win the international Formula One championship in 1961, and his victory gave me hope; when someone accomplishes your own dream, you begin to figure it's actually possible. To date, we are the only drivers to have brought a Formula One title to America.

That created a very special relationship between us. Phil was the ultimate gentleman:

kind, approachable, wholesome. He was also a very smart guy, which later made him a successful analyst for ABC Sports and *Road & Track* magazine. He was like a wine connoisseur with his ability to break down the behavior of cars.

Phil was respected by everyone in our industry. I never, ever heard anyone say anything disparaging about him. He will be missed, and I don't think he'll ever be forgotten.

—BY MARIO ANDRETTI

Andretti won the Indianapolis 500 in 1966 and the Formula One World Championship in 1978

Speed racer Hill, at the 1962 Dutch Grand Prix



Del Martin

A PERSONAL HERO OF MINE and a founding mother of the modern lesbian, gay, bisexual and transgender-rights movement, Dorothy (Del) Martin died Aug. 27 at the age of 87. Del's entire life was marked by moments of singular courage, intelligence and insight. She began as a journalist,

studying at the University of California, Berkeley. She applied her vision and writing skills to activism, and she can be credited with some of the most transformative changes toward LGBT equality. Del's contributions include co-founding the nation's first lesbian organization—Daughters of Bilitis—and the first lesbian newspaper, *The Ladder*. But perhaps the memory I hold most dear is witnessing her legal marriage to Phyllis Lyon, her partner of 55 years, on June 16. I can't quite grasp a life

and career without Del, and I am heartbroken for Phyllis, who for 55 years made a vibrant life with Del. My pledge is to honor her unsurpassed legacy by working every day to keep alive her vision for full equality and justice for all of us. —BY KATE KENDELL

Kendell is the executive director of the National Center for Lesbian Rights

I do San Francisco mayor Gavin Newsom officiates at Martin (left) and Lyon's wedding



DIED As scenes of impending doom flash onscreen, his gravely voice cuts through the explosive effects and thundering music with the familiar words "In a world where..." Known as "Thunder Throat," "The Trailer King" or, more generally, "that movie voice-over guy," self-dubbed voice actor **Don LaFontaine** narrated more



than 5,000 movie trailers and other promotions in his nearly 50-year career. Originally an audio engineer and editor, LaFontaine got his start behind

the mike because of a scheduling mix-up. Soon he was recording voice-overs full time—as many as 60 a week—and narrating teasers for films from *The Godfather* to *Home Alone* to *Terminator 2*. LaFontaine died of complications from a long-term illness at age 68.

■ An investigative journalist who invoked the ire of the Nixon Administration for his reporting on Watergate in the 1970s, **Edwin Guthman** was never afraid to pursue a story. In the era of McCarthyism, he made his mark while working for the *Seattle Times*, where he uncovered evidence that a professor targeted by the state's Committee on Un-American Activities had been wrongly accused. His investigation not only salvaged the academic's career but also earned Guthman a Pulitzer Prize in 1950. He was 89.

■ A pioneering author in the genre of young-adult fiction, **Jeannette Eyerly** boldly tackled challenging topics in her work. She delved into issues such as unwanted pregnancy and divorce in a way that her young readers could relate to. Among her nearly 20 books were *Bonnie Jo, Go Home* (which dealt with abortion) and *The Girl Inside*, a story about coping with death. Her candid presentation was unprecedented in girls' fiction in the 1960s and helped pave the way for generations of writers to follow her. She was 100.



Justin

FOX

Extra Money?

To read Justin Fox's daily take on business and the economy, go to time.com/curiouscapitalist

Crash Master. Robert Shiller is financial forecasting's dean of doom. But he has ideas for fixing markets too

ECONOMIST ROBERT SHILLER HAS A NEW book out. You'll be thrilled to learn that it doesn't contain any warnings about a looming market crash. Well, unless you count that bit about the "train of catastrophes" that might ensue if current efforts to stabilize the financial system fail. But that's not really a prediction.

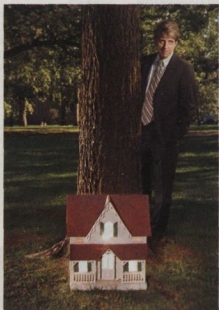
Considering the Yale professor's recent publishing history, this is quite a relief. In March 2000, as stock prices soared to record levels, Shiller released his first general-audience book. Titled *Irrational Exuberance*, a phrase borrowed from a 1996 Alan Greenspan speech, it made the case that stock-market investors tend to go mad every few years—and that they were at the time in the grips of perhaps their worst psychotic episode ever.

That month, stock prices started to fall. The slide continued for 2½ years. Then, for the second edition of *Irrational Exuberance*, published in February 2005, Shiller added a chapter on real estate. His argument: House prices had followed the stock market into a flight of fancy that was bound to end badly.

The timing of that market call wasn't quite as spot-on as that of March 2000. But it was close. According to the S&P/Case-Shiller indexes devised by Shiller and Wellesley College's Karl Case, the rise in house prices slowed in the latter half of 2005, then headed south in summer 2006.

You know the rest of that story. House prices are still falling, and Shiller has attained a remarkable status in financial circles. He's the guy who called the

What united the missteps by the Federal Reserve, mortgage brokers, Wall Streeters and home buyers was a shared belief that house prices never go down



New model Shiller thinks housing derivatives could help speculators prick future bubbles

past two busts, a hero to market bears everywhere, a fixture on CNBC and in the nation's financial pages.

So is this guy a genius, or just lucky? "There was some luck, but I don't want to say it's just luck," Shiller says. "It was also me thinking something crazy was going on here, and I just wanted to say it." This is not some Wall Street sharpie talking, but a floppy-haired, 62-year-old scholar with a gentle, meandering way of explaining the world. Shiller's new book, *The Subprime Solution: How Today's Global Financial Crisis Happened and What to Do About It*, offers a succinct sample of this worldview, which we'll get to. First, though, a little intellectual history.

Shiller spent much of his early academic career—he earned a Ph.D. from MIT in 1972 and has been teaching at Yale since 1982—making the case that stock-market prices jump around more than is warranted by economic fundamentals. This may sound obvious, but it was for a time heresy among finance scholars,

who believed markets were paragons of informed rationality. Since then, the academic consensus has shifted in Shiller's direction. But identifying exactly when prices have gotten out of hand isn't easy.

Irrational Exuberance may have come out just as the market peaked in 2000, for example, but Shiller had actually begun voicing his worries about high stock prices years before. Fed Chairman Greenspan got an earful from the economist a few days before making his "irrational exuberance" speech in 1996 suggesting the market was overvalued. But prices kept rising, and Greenspan concluded that he shouldn't try to outguess the market. Other economists have since shown that acting on Shiller's bearish advice then would have cost an investor big gains over the subsequent decade. One man was no match for the bull's momentum.

But trusting in the wisdom of stock markets in 2000 or real estate markets in 2005 was a mistake too. In Shiller's view, the biggest dangers in financial markets come from unanimity. In *Subprime Solution*, he argues that what united the missteps by the Federal Reserve, mortgage brokers, Wall Street bankers and home buyers that together brought on the current financial mess was a shared belief that house prices never go down.

What's the antidote to that kind of mass delusion? Shiller seems to have no interest in substituting his judgment, or the government's, for the market's. Instead, he sees information and innovation as the counter to group think. An active market in house-price futures and options—Shiller has recently helped launch such securities on the Chicago Mercantile Exchange—would let skeptical speculators prick housing bubbles, he argues. If banks wrote continuous-workout mortgages—in which the terms changed depending on house prices, unemployment and the like—homeowners might be less addicted to rising prices. If government subsidized financial advice for the nonrich, salespeople angling for commissions might be less influential.

At least that's the idea. And even if you don't buy it, you can't deny that it's more palatable than another warning that the market is about to crash.

A black and white photograph of a man with a mustache and dark hair, wearing a military-style uniform consisting of a jacket, trousers, and a belt. He is standing with one hand on his hip and the other in his pocket. The background is a plain, light-colored wall.

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Joe

Klein

Conservative vs. Radical. What the candidates' running-mate picks say about the kinds of Presidents they would be

BOTH THE MAJOR-PARTY CANDIDATES for President have now made their first major decision—on a running mate—and I can't remember a year when the selections were more revealing about the character of the candidates. What we have is a choice between a conservative and a radical.

The conservative is Barack Obama. He is a careful man, perhaps to a fault. His vice-presidential selection process was quiet, orderly and comprehensive. The selection of Joe Biden was no great surprise—he added experience to the ticket, a reliable loyalist and gleeful attack dog, a working-class Roman Catholic with a terrific personal story. The process was in keeping with the rest of Obama's candidacy: he has taken no great risks. His policy positions are carefully thought out and eminently reasonable, reflecting the solid middle ground of a Democratic Party that is more united on substance than I've ever seen it.

This small-c conservatism is, in part, a calculation. Obama doesn't want to seem angry or threatening, for obvious reasons. But it is also a reflection of who he really is: a fellow who does not like to disappoint anyone, who is obsessed with finding common ground. That may be a great advantage in a President at this ugly moment in our history—but I would feel more comfortable with Obama if he took an occasional play from John McCain's book of partisan transgressions and gored some Democratic oxen. It would be nice if he, say, challenged the teachers'

unions, which didn't support him anyway and whose work rules choke out any chance of creative experimentation in the public-school system. Or if he stood against the atrocious Farm Bill, which spreads unnecessary fiscal fertilizer upon an already profitable industry. Or if he didn't feel the need to promise a tax cut to 95% of American families.

But Obama's weakness for undue prudence seems downright virtuous compared with the recklessness that McCain showed in choosing Sarah Palin



as his running mate. He had months to make this choice, but he allowed it to come down to a chaotic scramble in the last week—a reaction, it seems, to the fact that the Republican Party elders had vetoed his first two choices, Senator Joe Lieberman and former governor Tom Ridge. McCain wasn't going to give the bosses the choice they wanted—Mitt Romney—and he cast about, deciding on Palin, an occasional maverick, at the last minute. He had never worked with the governor. He had spoken to her a few times. His team, it now seems clear, had not vetted her very well. In her first appearance alongside McCain, she claimed to oppose the “bridge to nowhere,” that Alaskan icon of pork mythology, but she had supported the bridge until it was clear that the hullabaloo would prevent it from being built.

As the week progressed, it became apparent that Palin stood diametrically opposed to McCain on issues large and small. She passed a windfall-profits tax on the oil companies—the very sort of tax that McCain excoriated Obama for favoring—which successfully swelled the coffers of the Alaskan treasury. She didn't believe global warming was a man-made phenomenon; McCain had confronted Republican orthodoxy on that issue—boldly, at first, and timidly more recently.

Palin was a blatant porker when she was mayor of Wasilla, hiring a lobbying firm to rake in the projects; she was close to the corrupt megaporker Senator Ted Stevens, a frequent McCain adversary and champion of the mythic bridge.

Rather than putting “country first,” her husband had been a member of a local secessionist fringe group called the Alaskan Independence Party, whose slogan is “Alaska first,” and Palin apparently attended or spoke at several of the group's meetings. Her lack of interest in foreign policy and national security was the opposite of McCain's obsession with such issues. She called the Iraq war a “task that is from God.”

Indeed, it seemed Palin and McCain held common ground on only two high-profile issues—an admirable rebelliousness when it came to their party's hierarchy and their opposition to abortion rights. Given the fact that McCain's top two choices for Vice President, Lieberman and Ridge, favored abortion rights, it would not be unfair to conclude that McCain's devotion to this issue was more political than personal.

The Palin selection—peremptory, petulant—was another example of McCain's preference for the politics of gesture over the politics of substance, as is his sudden fondness for oil exploration (“Drill here, drill now.”) and hair-trigger bellicosity abroad (Syria, Iran, Russia). His lack of interest in actual governance is disappointing; his aversion to contemplation seems truly alarming. He has done us all a favor with this pick: he has shown us exactly what sort of President he would be. ■

McCain had months to make this choice but allowed it to come down to a chaotic scramble, a reaction to the fact that GOP elders had vetoed his first two choices





Call Of the Wild

Plucked from obscurity by John McCain, Sarah Palin has scrambled the presidential race. An intimate look at how a frontier mom learned to play the political game

BY NATHAN THORNBURGH/WASILLA

THEY CALLED THEMSELVES THE ELITE SIX—AND THE name was meant to be ironic. This was Wasilla, Alaska, 30 miles (about 50 km) north of Anchorage, in the early 1990s—when the sagging economy meant, as a local recalls, “everyone had dust on their ass.” There was nothing elite about this little town on the stretch of highway along the railroad. And there was nothing elite about the group either—six stay-at-home moms who sought one another out to escape the house and get some exercise in the long northern winter. They would do their step aerobics, then drive to a local diner for coffee and dessert. It was a lifeline in lean times.

The women are still friends 15 years later, still living in the same valley, still meeting up, though less often than before. They make time for their annual Christmas-ornament exchange the first week of December, just the six of them. They used to make the ornaments by hand, but who has the time now? This year they exchanged store-bought pieces.

All of the Elite Six gathered at a bridal shower in Wasilla on Sunday, Aug. 24. But one of them was in a rush. She showed up to say hi and drop off a present. She talked about her plans to take the kids that Friday to the state fair, a once-a-year festival of giant cabbages, salmon quesadillas, hippie jewelry and gun-rights information booths. “That was just her doing her Sarah thing,” says Amy Hansen, 45, with a laugh. “Showing up in sweats, saying ‘Oh, I can’t stay long.’ But can you believe she came by at all?”

It turns out Sarah Heath Palin wasn’t actually going to the state fair. Three days later, she was sequestered to a waiting plane that took her to Flagstaff, Ariz., and then driven to John McCain’s ranch near Sedona. It seems that one of the Elite



Baby on Board

Team McCain's youngest addition, Palin's 4 1/4-month-old son Trig, occupies himself with Mom as she rides with the McCains and campaign manager Steve Schmidt, center, aboard the campaign bus



Six had gotten out of the house—and clear out of Alaska. She was about to become the second female vice-presidential candidate in history—and the first ever for the Republican Party.

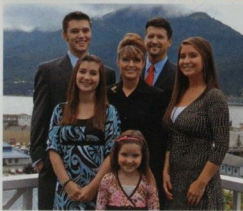
That began one of the most unlikely and remarkable entrances onto the national stage in memory—more flash mob than debutante ball, culminating in her Sept. 3 acceptance speech at the Republican National Convention. Reporters scrambled to book any flight heading north or west, followed shortly after by a hurried McCain vetting group—a jump team, it was called—of lawyers and media handlers. By then, the strangest rumors about this unknown governor and the people who elected her were cascading across the lower 48. Does everyone up there really eat moose? Did Palin fake the pregnancy of her son Trig? Do Alaskans even want to be a part of the U.S.? The first target of the opportunistic frenzy was the governor's 17-year-old daughter Bristol, whose pregnancy, the town had thought, was nobody's business but is now the stuff of tabloid covers. For a moment everyone stood, hat in hand, reflecting on the sad humanity of it all. Then the yawping, screeching cage fight that is American politics resumed.

Everyone can agree that Palin is no Beltway creature, but in less than a week, the country has uncovered at least half a dozen new Palin personas that are competing to share top billing on her Wikipedia entry. She's a beauty queen turned sportscaster turned governor. An anticorruption crusader in an oil-soaked, scandal-racked state capital. A caribou hunter who also showcases her femininity in fashion shoots. An Evangelical with very sharp elbows and worldly ambitions.

Above all, Palin has proved to be a shrewd political operator who slyly fought her way upstream through her state's cut-throat politics, someone more formidable than her image might suggest—and more than some in her own party are willing to acknowledge. For all her savvy, or maybe because of it, she has been launched headlong into the role of a lifetime, for which almost nothing could have prepared her. To parse out who she is and who she might become, you need to be here, between the Chugach and the Talkeetna ranges, on the shore of Lake Lucille, in the town of Wasilla.

An Alaskan Life

THE MAYOR OF THE MATANUSKA-SUSITNA Borough—an area the size of West Virginia that includes Wasilla—is a one-armed dentist and pilot named Curt Menard. He and his family have known the Palins for decades, and hanging on a wall in his home is a picture that, though grainy,



Palin's Pastimes

From top, left to right:

Flower child Then Sarah Heath in the Alaskan fireweed

Hunter-gatherer Admiring a caribou she shot, as her daughter looks on

Straight shooter Taking aim while visiting troops in Kuwait

Speed demon Holding the 1980-81 Wasilla High School girls' cross-country award

Picture-perfect With Todd Palin at their 1982 senior prom

Family matters With, from left, son Trig, daughter Willow, daughter Piper, husband Todd and daughter Bristol

Executive duties At the governor's annual picnic, with her husband and her son Trig

Ice Station Wasilla The governor and her daughter Piper on a lake near their home last December

probably sums up Palin's childhood. It shows her as a high schooler in 1981, in a root cellar with family and friends, helping skin, cube and cure a whole moose. Palin is standing in the middle of all the butchery in track shorts, flashing her now familiar beauty-queen smile.

Palin was the third of four children born to Chuck and Sally Heath. Chuck was a teacher and track coach; he was well known for long distance runs through the valley, sometimes with his kids at his side. Sally looked after the children, and when they were all old enough for school, she went to work as the school secretary.

It wasn't a well-connected or privileged family, but Chuck's position as a teacher meant that all of Wasilla knew him. By the time she finished high school, Palin had made a name for herself as a standout girl—a star basketball player and an

avid hunter who won the local beauty pageant and placed second statewide. Her marriage to high school sweetheart Todd Palin upped the family's Alaska quotient: he was part Yupik native and all man. He would go on to become a commercial fisherman and part-time oilman and win the nearly 2,000-mile (3,170 km) Iron Dog snowmobile race four times.

She moved far away to attend college—at the University of Hawaii in Hilo—but she did so with a tight nucleus of three friends from high school, according to Kaylene Johnson, author of *Sarah*, a biography of Palin published earlier this year. The group quickly transferred to Hawaii Pacific University, but that didn't work out either; they missed the winters, Johnson says. Palin moved with one of the girls to North Idaho College in Coeur D'Alene in 1983. When Palin did finally strike out on her own, it

was to transfer to the University of Idaho at Moscow—where her brother was enrolled.

She graduated in 1987 with a degree in journalism and a minor in political science. She returned home to the valley and concentrated on commercial fishing and starting a family. On the side, she slowly eased into local politics, from PTA activism to a Wasilla citizens' group to a seat on the city council. Her family never got in the way, says Hansen. "She had her kids before she got in politics," she says. "She always had a lot of support from friends, from family." In Palin's convention speech, she described herself as "just your average hockey mom who signed up for the PTA because I wanted to make my kids' public education better. When I ran for city council, I didn't need focus groups and voter profiles because I knew those voters and knew their families too." And they knew her.



The Making of a Pol

IN HER FIRST BIG RACE, FOR MAYOR OF Wasilla, Palin was a polarizing figure who introduced issues like abortion and gun control into a mayoral race that had traditionally been contested like a friendly intramural contest. John Stein, the mayor at the time, had helped Palin get into politics a few years earlier. He had no idea that he was about to become the first casualty of her ambitions. He doesn't begrudge her running against him—he had been in office for nine years—but he says she changed the stakes when she sought outside endorsements and injected hot-button politics into a small-town race. "It was always a nonpartisan job," he says. "But with her, the state gov came in and started affecting the race."

Palin often describes that 1996 race as having been a fight against the old

boys' club. Stein's memory is different. "It got to the extent that—I don't remember who it was now—but some national antiabortion outfit sent little pink cards to voters in Wasilla endorsing her," he says. Chas St. George, a Palin friend who worked on Stein's campaign, says he has no reason to dispute Stein's recollection of events but doesn't remember Palin's conduct as beyond the pale. "Our tax coffers were starting to grow," he says. "John was for expanding services, and Sarah wasn't. That's what the race was about."

One thing all sides agree on is that the valley was in flux. The old libertarian pioneer ethos was giving way to a rising Christian conservatism. By shrewdly invoking issues that mattered to the ascendant majority, she won the mayor's race. While she may have been a new face, says Victoria Naegele, who edited the local

Frontiersman newspaper then, Palin also knew how to get the party establishment on her side. "The state party gave her the mechanism to get into that office," says Naegele. "As soon as she was confident enough to brush them off, she did. But she wasn't an outsider to start with. She very much had to kowtow to them."

Being mayor was, in the beginning, as contentious as campaigning for the job. Palin ended up dismissing almost all the city department heads who had been loyal to Stein, including a few who had been instrumental in getting her into politics to begin with. Irl Stambaugh, the police chief, filed a lawsuit for wrongful termination, alleging that Palin fired him in part at the behest of the National Rifle Association because he had opposed a concealed-gun law that the NRA supported. He lost the suit. The animosity spawned some talk of a recall attempt, but eventually Palin's opponents in the city council opted for a more conciliatory route.

Palin saw a larger future and presided over Wasilla's rapid expansion. Churches proliferated as well. "We like to call this the Bible Belt of Alaska," says Cheryl Metiva, executive director of the local chamber of commerce. Stein says that as mayor, Palin was as much about promoting conservative values as about promoting growth. "She asked the library how she could go about banning books," he says, because some voters thought they had inappropriate language in them. "The librarian was aghast." That woman, Mary Ellen Emmons, couldn't be reached for comment. St. George, however, points out that Palin couldn't have seen everything through a religious lens; like all smart pols, she knows how to appeal to a broad constituency. She did, after all, resist calls to restrict operating hours for the bars in town.

To the Statehouse

WHEN PALIN, WHO WENT ON TO WIN reelection by a landslide, left office in 2002 because of term limits, her husband's stepmother Faye Palin, who was pro-choice and registered as unaffiliated, ran for mayor. She did not, however, get Sarah's endorsement. Several longtime politicians in the valley say they think abortion was the reason Sarah didn't support Faye. A former city-council member recalls that Faye's was a heated race too, mainly because of right-to-life issues: "People were writing BABY KILLER on Faye's campaign signs just a few days before the election." Faye lost the race to the candidate Sarah had backed, Dianne Keller, who is still mayor of Wasilla. (Faye told the *New York Daily News* that she liked listening to



Soft serve

The McCains, center, order ice cream at a dairy bar in New Concord, Ohio, on their debut tour with Palin and her husband Todd

Barack Obama speak and wasn't sure who would get her vote in November.)

Palin ran for lieutenant governor in 2002 and lost. After that, Republican governor Frank Murkowski gave her a plum assignment on the state energy commission. She made what is perhaps the defining move of her career when she quit in protest over Republican corruption on the board. It was, most people agree, an authentic gesture. But it was also great political theater because by then, the hottest issue in Alaska wasn't gay marriage or even abortion. It was corruption and cronyism. In ethics reform, she had found the new political identity she needed to make it to the next level.

Andrew Halcro, a noted Palin critic who ran against her as an independent in the 2006 gubernatorial race, says she knew instinctively the issues were changing. Halcro recalls a debate in October 2006 in which she withstood repeated questioning about her opposition to abortion even in cases of rape or incest. Exasperated, Palin asked the moderator if all the same questions would be asked of her opponents. Abortion was detracting from her new message: cleaning up the capital.

Palin's wasn't always a straight path to reformer in chief. McCain lauds her opposition to pork, but she hired a lobbying firm to lure millions in federal funding to Wasilla while she was mayor, and she served as a major fund raiser for Ted Stevens, the patron saint of the "bridge to nowhere" (which she supported before she didn't support it). Still, Palin has sloughed off the old days and completed a difficult task: restoring a modicum of trust in Juneau. Her approval ratings register in the 80s. Promising in her Inaugural

Address to protect the state like a "nanook defending her cub," she has continued to play down social issues as governor. When a parental-consent law was struck down by Alaska's highest court in 2007, Palin called the decision "outrageous" but refused demands from conservatives to introduce anti-abortion legislation in a session that was supposed to be about a natural gas pipeline. "In all the years I've known Sarah and her parents, we never talked about right to life or any of that," says St. George. "She doesn't let those issues get in the way of getting things done for the community." Her political journey from banner-waving GOP social conservative to maverick reformer may be good timing, but that happens to be a talent all successful politicians possess. It's what former journalist Bill McAllister, who now works for Palin's press staff, used to call "Sarah-dipity"—that uncanny gift of knowing exactly what voters are looking for at a particular moment.

Small Town, Big Trouble

THE QUESTION IS WHETHER HER POLITICAL skills will be enough to withstand the scrutiny she, her family and her past are

As mayor, 'she asked the library how she could go about banning books. The librarian was agghast.'

—JOHN STEIN, PALIN'S PREDECESSOR AS MAYOR OF WASILLA

being subjected to. On a Tuesday night at Tailgaters in Wasilla, everyone is drinking and engaged in a heated debate: Did the governor eat some of Mike Wooten's cow moose? You've probably heard about Wooten—Palin stands accused of sacking the state's top cop because he wouldn't fire Wooten, a state trooper who is in a messy custody battle with Palin's younger sister. Palin's staff and husband assembled a dossier of misbehavior by Wooten, which they tried to feed to his bosses. Among the charges: he shot a moose without a permit a few years back.

Some of the people at the bar are not Palin fans. They are explaining to me that Wooten may have shot that moose but that the Palins knew about it and Chuck Heath divvied up the meat for the family, including Palin. It may sound ridiculous, but this tale is a national issue now—and it goes to the heart of whether local resentments will come back to haunt her. The town that McCain's campaign had hoped would be a manly Mayberry backdrop for its candidate has instead turned into a soup of intrigue and innuendo. I hadn't been here two days before I started getting anonymous tipster e-mails. Someone woke me up with a knock on my hotel-room door, then said little more than, "Let's get in my truck. He thought someone was removing documents from city hall, so we went. That rumor turned out to be false, but there will be plenty of other rumors to come."

Palin's got a thousand good friends in this town. But she also has a few enemies and a few problems. Her talent and moxie have taken her rapidly from parish mayor to governor, but at some point burning through the history books will be incompatible with her impulse, as described by friends, to remain a private person. Her daughter's pregnancy is beyond her control, but the fact that she did not inform McCain's team about it until a day before he offered her the job has chagrined even her Republican backers. Her story, while a powerful narrative for some women, may have been rushed into circulation by Team McCain before it had been fully scoured for weak spots.

Palin's rise and overnight renown form one of the great political arcs of the new century. Is she ready for the tests and attacks that come with that? She's already proved she can play tough, but the stakes just got a lot higher. She started out in the Elite Six. She is now a member of the Elite Four. And there is no irony in the name. ■

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The Flood Next Time. Gustav spared New Orleans, but that doesn't mean the city is safe. What must still be done before the Big One hits

BY MICHAEL GRUNWALD

LET'S START WITH THE GOOD NEWS: Hurricane Gustav was a much ballyhooed bust. It arrived in Louisiana as a relatively mild Category 2 storm, not the Category 4 nightmare forecasters had feared, and it missed New Orleans. The fatal failures of Hurricane Katrina were not repeated: levees and flood walls didn't collapse, pumps didn't break down, and most residents fled the coast before Gustav's landfall. There was much better preparation and cooperation, much less finger-pointing and obfuscating. And for all the TV footage of downed power lines and uprooted trees and windblown reporters, there were just a few reported deaths, and probably just a few billion dollars in damages.

But this is no time to declare victory. The evacuation of 2 million residents was less a triumph of coordination than a reaction to disaster; nothing says "Get out of Dodge" like the fresh memory of a city under water. It's even more jarring to watch Army Corps of Engineers officials hailing their hurricane defenses just three years after their tragic errors and warped priorities drowned New Orleans. The sad truth is that the Big Easy—while slightly less vulnerable than it was before Katrina—is still extremely vulnerable. And eventually the region will face the Big One, a storm far larger than Gustav or Katrina. "We got lucky this time," says law professor Mark Davis, director of Tulane's Institute on Water Resources Law and Policy. "I like being lucky. But at some point we have to get smart."

The brunt of the storm passed directly over the coast's best-preserved barrier island, Grand Isle, which sapped its power; Gustav also seems to have passed over another speed bump in the form of a rare swath of healthy marshes. "It's really

incredible; a slight variation of the track either way could have meant six more feet of storm surge," says Louisiana State University coastal scientist Robert Twilley, who studied Gustav's track. "I hope nobody gets a false sense of security." The barrier islands that once protected New Orleans have eroded, and most of the city's nearby marshes are gone. Every hour, Louisiana loses more than a football field's worth of the wetlands that once provided natural hurricane protection. The lesson of Gustav, in other words, is that the lessons of Katrina still apply. "Coastal restoration is one of those things politicians say, like 'I owe it all to my lovely wife,'" says Tulane law professor Oliver Houck, who has been warning about land losses for decades. "Meanwhile, we keep building up the coast, no matter how many times we get hit in the chin. At some point the American public is going to stop paying for chin surgery."

The first task will be defending New Orleans, which was betrayed during Katrina by badly designed and constructed Corps flood walls as well as by a misguided Corps navigation canal called the Mississippi River Gulf Outlet, which intensified storm surges. The Corps has pledged that by 2011, the city will be safe from a 100-year

'We got lucky this time. I like being lucky. But at some point we have to get smart.'

—MARK DAVIS, DIRECTOR OF
TULANE'S INSTITUTE ON WATER
RESOURCES LAW AND POLICY

storm—the level of protection that was required but never provided before Katrina. It has already repaired or improved 220 miles (350 km) of flood walls and levees and installed floodgates that during Gustav helped keep surges from Lake Pontchartrain out of the city's drainage canals. "The New Orleans area now has the best flood protection in its history," the Corps boasted.

That may be true, but it is sort of like boasting that Richard Simmons has never been more intimidating. The Corps has yet to address the city's two most vulnerable points: the Gulf Outlet, a storm-surge shotgun pointed at the city's gut; and a "funnel" at the mouth of the Industrial Canal, another little-used Corps channel. The Corps has said \$15 billion will be required to meet a 100-year safety standard; so far it has



Holding on *Gustav pushed water over the Industrial Canal flood wall, but the levees withstood the surge*



spent only about \$2 billion. "That should give you an idea of how much work there still is to do," says Garret Graves, who oversees coastal protection and restoration for Governor Bobby Jindal. And even 100-year protection may be insufficient for a low-lying city in a bowl, especially if seas keep rising and wetlands keep collapsing into the Gulf. "New Orleans still faces a higher level of risk from flooding than would be acceptable for other engineered life-protection systems," the American Society of Civil Engineers concluded in a report commissioned by the Corps. "Another Katrina-like hurricane is inevitable."

Then there's the rest of the coast, a Cajun country of farm towns, fishing villages and oil ports that are even more exposed than New Orleans. For decades,

Louisiana's southern parishes have clamored for a series of gigantic levees across the coast—a kind of Great Wall of Louisiana—starting with a 72-mile (116 km) Morganza-to-the-Gulf dike for the city of Houma and some exposed bayou towns. Keith Luke rode out Gustav in his shrimp boat; his hometown of Dulac, once nestled behind cypress swamps and marshes, is now surrounded by open water. "We need levees," Luke said after the storm. "This is one bayou that's not protected ... I'm sure we're going to get our turn."

The \$900 million Morganza-to-the-Gulf levee that Congress approved last year would include Dulac, but it would also cut off 135,000 acres (55,000 hectares) of wetlands. Scientists believe it would make the coast even less safe by ravaging storm

buffers, amplifying storm surges and encouraging complacency. And a preliminary Corps analysis suggests that building the levee to real 100-year standards could cost \$10.7 billion, a 1,200% increase. Before Gustav, Jindal had convened a science panel to review Morganza-to-the-Gulf, and momentum has been building for an alternative alignment that would protect Houma without cutting off wetlands. "We're still vulnerable, no question about it," says John Lopez, who designed the alternative plan for the Lake Pontchartrain Basin Foundation. "We just have to stop making ourselves more vulnerable."

That would require a commitment to stop building new homes in harm's way and to stormproof existing homes. It would also require some honest assessments about where defense is possible and where retreat is necessary. The president of low-lying Plaquemines Parish declared after Gustav that "one home lost in Plaquemines is one home too many"—which is not a realistic standard. Politicians can make promises, but they can't make Dulac safe. And those politicians need to focus on protection instead of pork; before Katrina, the Corps was spending more money in Louisiana than in any other state, but it was wasting most of the funds on navigation boondoggles that had nothing to do with hurricane defense. Louisiana's political establishment is pushing hard for coastal restoration, but it is also pushing for the coast-killing Morganza project as well as port deepenings and other make-work projects that benefit special interests.

The focus right now should be simple: better levees for New Orleans and real restoration of the coast. Southern Louisiana began to disappear after the Corps imprisoned the Mississippi River and converted it into a barge channel that stopped depositing sediment into its Delta; satellite images of this spring's floods showed the river wasting huge plumes of sediment out to sea, sediment that could be diverted to restore coastal marshes and rebuild barrier islands. There is already \$1 billion worth of small projects on the books to start that process, but restoration work is moving much, much more slowly than levee work, and scientists have estimated that it could cost more than \$20 billion to make a serious dent in addressing the coast's land losses. "I'm not worried about money; this country has the wealth and the capacity to do amazing things," says Davis, the former head of the Coalition to Restore Coastal Louisiana. "The resource that keeps me up at night is time. We lucked out with Gustav. But there may be fewer sands in that hourglass than we want to believe." —WITH REPORTING BY

STEVEN GRAY/HOUMA

Collateral Tragedies

Why the U.S. military's air campaign against the Taliban in Afghanistan is claiming the lives of more and more innocent civilians

BY MARK THOMPSON/WASHINGTON

THERE IS NO FOG OF WAR AT 20,000FT. above Afghanistan. For nearly three years, as U.S. warplanes and drones hit targets spread across the country's corrugated, dun-colored mountains and green poppy-growing valleys, every mission detailed by the Air Force in its daily "airpower summary" has been deemed a success. In July, B-1 bombers began striking Afghan targets with 500-lb. bombs guided to their prey by a new targeting pod slung under the plane's belly. Known as the Sniper, the pod sends long-range, high-resolution video—it can tell whether an Afghan on the ground is armed—right into the cockpit. Such weapons systems allow the U.S. military to rain steel on the Taliban from on high, even when troops aren't in the area. The Pentagon doesn't release statistics of the insurgents killed, but the military regards air strikes as the smart strategy in Afghanistan.

On the ground, the picture is much less clear; for all their precision, American bombs sometimes take out the wrong targets. As U.S. air strikes doubled from 2006 to 2007, the number of accidental civilian deaths soared, from 116 to 321, according to Marc Garlasco, a former Pentagon targeting chief who tabulates civilian casualties for Human Rights Watch (HRW), an independent research group. By his count, the death toll among civilians so far this year is approaching 200.

The military dismisses such tallies as exaggerated, and their provenance is often murky. In no case is it murkier than in the Aug. 22 strike on the western Afghan village of Azizabad. What is not in dispute is that U.S. special forces on the ground ordered an AC-130 gunship to attack at least two houses after they and their Afghan allies came under fire. The result of the attack, however, is far from certain. The Pentagon concluded that up to 35 insurgents and as many as seven civilians were killed. But the Afghan government, backed by a

United Nations inquiry, puts the toll at 76 to 90 civilians, including 60 children. That would make it the deadliest strike since the U.S. invaded Afghanistan in 2001. (The U.S. military plans to join the Afghan government and the U.N. in a probe to resolve the conflicting reports.)

Whatever the tally, officials both inside and outside the U.S. military say attacks that kill civilians occur with distressing regularity; they generate headlines only when dozens die. Afghans vividly

recall the July 2002 bombing of a wedding party—celebratory gunfire led to retaliation by an AC-130—that killed up to 48 civilians and wounded 117 in Oruzgan province; many were women and children. This past July, 47 people were killed and nine wounded on their way to a wedding in eastern Afghanistan. Among the dead were 39 women and children, including the bride-to-be, Afghan authorities said.

Such attacks yield propaganda gold for the Taliban, which feeds on anti-American

Innocent victims
Wounded children
in eastern
Afghanistan, after
an October 2007
air strike killed
five civilians and
injured seven



rage. "The more people turn against Americans, the more benefits the Taliban get," says Saifuddin Ahmadi, a 52-year-old Kabul cabdriver. In the Afghan capital, anger over civilian casualties is leavened by the knowledge that U.S. and NATO troops may be keeping Afghanistan from plunging into civil war. In the countryside, opinions are stronger. Haji Obaidulla, 65, who lives in Kapisa province, northeast of the capital, says he "would prefer civil war to being killed by American air strikes."

Afghan officials say sporadic civilian deaths are inevitable, but they are troubled by the frequency and persistence of attacks like the one at Azizabad. "You can't have casualties and no end in sight," President

travels for days or weeks. That enables U.S. planners to figure out when the targets can be attacked without jeopardizing innocent lives. But not all air strikes can be so meticulously planned; U.S. or allied units can call in sudden strikes when they find themselves in a firefight or stumble on a meeting of Taliban leaders. When civilians are detected, strikes are called off—and some insurgents capitalize on this. "Sometimes it's a conscious tactic of these people who meet to make sure there are kids playing in the compound so that they're seen, and that complicates your targeting methodology," General James Conway, commandant of the Marines, told reporters on Aug. 27. "This is a dirty game being played."

can firepower in their own feuds. For some observers, the surest way to improve the quality of intel is to put more Americans on the ground—to use more snipers instead of Snipers. But with the U.S. military stretched thin in Iraq—and NATO's allies reluctant to send more forces—it will be many months before more ground troops are in Afghanistan. And having American soldiers in a position to call in strikes is no guarantee that civilians won't be killed. That was made clear in a Sept. 3 cross-border raid into Pakistan, apparently by Afghan-based U.S. forces, that left as many as 15 dead, including women and children, local officials said.

The Pentagon recognizes that the



Hamid Karzai told TIME recently. Senior U.S. officials agree. When military operations claim civilian lives, "it really does set us back," Admiral Mike Mullen, Chairman of the Joint Chiefs of Staff, told reporters on Aug. 28 while discussing the Azizabad operation. "So we work exceptionally hard to make sure that doesn't happen."

To minimize mistakes, the Air Force routinely conducts "pattern of life" studies of Taliban leaders and other key targets, using camera-carrying drones to plot their

But the main reason for civilian casualties is that the revolution in precision-guided weapons hasn't been matched by the quality of intelligence needed to drop them in the right place. "Technology has leaped forward, but the ability to know precisely who's at your target hasn't," says HRW's Garlasco, who spent nearly seven years plotting targets for the Pentagon. The military sometimes launches air strikes based on tips from Afghan tribesmen, some of whom are not above using Ameri-

mounting toll is making a hard job in Afghanistan even harder. In August, the Air Force stopped issuing the daily air-power summaries boasting only of U.S. successes. When asked why, the Air Force said in an official statement that there is a "need to review the way information is collected." But the sad reality is that so long as the war persists, Afghan civilians will be the ones paying the heaviest price.

—WITH REPORTING BY ARYN BAKER AND ALI SAFI/KABUL ■

He Won His Battle With Cancer. So Why Are Millions Of Americans Still Losing Theirs?

Despite the advocacy of survivors like Lance Armstrong, cancer deaths are rising. It's time for a smarter approach

BY BILL SAPORITO/PHILADELPHIA

GOT CANCER? IT'S ALL THE RAGE. Actress Christina Applegate, Senator Ted Kennedy, Olympic swimmer Eric Shanteau, columnist Robert Novak are just the highest profile of the 1.4 million Americans who will get a diagnosis of cancer this year. Walk into the oncology waiting room of a hospital and you'll find it hard not to notice the crowd—or the balding heads, the yellow faces, that gaunt prisoner-of-war look of those who are well into their chemotherapy. You stare blankly across the room at the others staring blankly back, everyone silently asking the question: Am I going to make it? When you're facing that kind of primal question, you say to yourself, "Well, at least I'm not alone." And that is precisely the problem. You are not.

Although it's uplifting to talk about living with cancer, dying with cancer is the more honest reality. Cancer is overtaking heart disease as the No. 1 killer in the U.S.: An estimated 565,650 Americans will die from it this year alone, according to the American Cancer Society. Because the incidence of cancer increases with age, the nearly 80 million baby boomers now crossing into their 60s will probably drive the number even higher. At current rates, 1 in 2 men and 1 in 3 women will eventually

1 IN 2

A U.S. man's chance of facing a cancer diagnosis in his lifetime

1.4

The number of Americans, in millions, who will get cancer this year

43%

The percentage of all Americans who will get cancer, at current rates



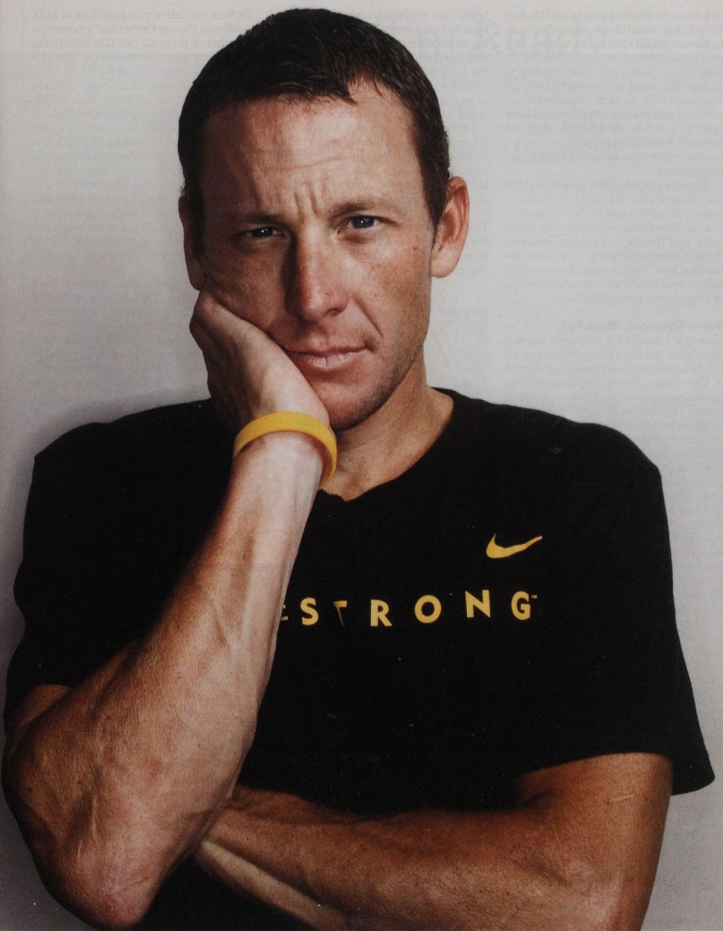
In Depth

For the latest news on the fight against cancer, go to time.com/cancer

have some form of cancer diagnosed. (Why the gender disparity? Men smoke more.) For the record, the cancer community includes me; five years ago, I was treated with chemotherapy and major surgery.

For an increasing number of cancer activists, researchers and patients, there is too much death and too much waiting for new drugs and therapies. They want a greater sense of urgency, a new approach that emphasizes translational research over basic research—turning knowledge into therapies and getting them to patients pronto. The problem is, that's not the way our sclerotic research paradigm—principally administered by the National Institutes of Health and the National Cancer Institute (NIH/NCI)—is set up. "The fact that we jump up and down when cancer deaths go from 562,000 to 561,000, that's ridiculous. That's not enough," says Lance Armstrong, 36, the cyclist and cancer survivor turned activist through his Lance Armstrong Foundation (LAF).

A new and more radical approach is being taken by groups like the newly formed Stand Up to Cancer (SU2C), which plans to finance research designed to deliver big leaps and home runs rather than the incremental improvements that are more typical of mainstream science. The



new focus for funding grants, said Dr. Eric Winer, chief scientific adviser to the Susan G. Komen Breast Cancer Foundation, in a conference address, is results: "What we want to see is research that is going to change the number of women that are diagnosed with, or more importantly, die of, breast cancer within the foreseeable future." Others, like the Multiple Myeloma Research Foundation (MMRF), are trying a no-nonsense business model to speed drug development.

Doctors and scientists understand the frustration and the fear, and they don't necessarily mind the nudge. "We do need to change. Something needs to be done differently," says Tyler Jacks, director of the David H. Koch Institute for Integrative Cancer Research at MIT. "We have a lot of new insight, and we need to have a whole new collection of drugs, a new armamentarium."

Some Advances, Much Pain

AREN'T WE MAKING A LOT OF PROGRESS? Absolutely. In a lot of places. When you adjust for age (since cancer is over-represented in the elderly), fewer people are getting cancer, and those who get it are surviving longer. We are benefiting from improved surgical techniques as well as more refined chemotherapies and radiation strategies that use lasers and robots to target cancer cells. Cracking the genomic code is leading to new drugs, geared to individual DNA, that disrupt the very mechanism of cancer. "The rate of discovery has been phenomenal," says Dr. Harold Varmus, CEO of Memorial Sloan Kettering Hospital in New York City, a former NIH director and a Nobel-winning researcher in lung cancer. "We feel we understand some of the basic principles. We understand the tissue environment."

Some of the latest weapons in Big Pharma's arsenal result from that understanding. Gleevec, for instance, treats one form of leukemia by zeroing in on the Philadelphia (Ph) chromosome, that part of the genome that directs bone marrow to keep making abnormal white blood cells. Because of drugs like Gleevec and therapies such as bone-marrow and stem-cell transplants, there are 12 million people walking around today who are classified as survivors.

But cancer isn't one disease; it's dozens of them, each with different mechanisms that make the fight diabolically difficult. The most pernicious forms of cancer—among them, pancreatic, lung and

brain—are still nearly invincible. Survival rates in rare forms of cancer aren't budging much, either. And the cancer arsenal is still heavy on the blunderbuss—blasting the body with harsh chemotherapy and radiation that take a huge toll on healthy as well as diseased tissue. Nor has the national health-care system done a great job of prevention and early detection. Worst of all, many people don't have access to care. Overall, the death rate from cancer dropped just 5% from 1950 to 2005, the latest available data. During the same period of time, deaths from heart disease dropped 64%.

The Problems with Research

IT'S NOT THAT CANCER RESEARCH FUNDED by NIH/NCI or Big Pharma is somehow second-rate. "The last 30 or so years of con-



The most pernicious forms of cancer—among them pancreatic, lung and brain—are still nearly invincible

certed effort have led to a tremendously rich understanding. This is not a waste of time," says Jacks of MIT.

The long-standing criticism, though, is that NIH/NCI is necessarily structured for caution, for limited returns based on individual scientists grinding it out in their labs—the three yards and a cloud of dust mentality. To get funding, individual researchers typically have to write grant proposals that demonstrate a reasonable expectation of success. "You have to have already done some of the stuff and then propose it, before they're going to believe it's the right thing to do," says Dr. Ray

DuBois, executive vice president of M.D. Anderson Cancer Center and a cancer researcher. A proposal can take months to write, so a rejection means the loss of a scientist's productivity as well.

It can also mean that "lesser" cancers don't get as much attention. M.D. Anderson has a project to map the entire bladder-cancer genome. "It's not something that NIH is interested in because it's a little less common than other cancers," says DuBois. Using other funds, researchers identified a gene defect that correlates smoking and bladder cancer. "If you have that defect and you smoke, there's a 100% chance you'll get cancer," says DuBois. But the hospital is more likely to get support for work on lung cancer, a much bigger problem. So call it research triage.

Whatever optimism researchers have is tempered by the fact that money is tighter. Funding for the NCI has been flat during the past three years of the Bush Administration, at about \$4.8 billion. "One of the things that happens when money gets tight is that everything gets more conservative," says Dr. Curtis Harris, an NIH cancer researcher.

What's more, the lean times come in a period when the cost of research has outpaced inflation, so there's a double hit. The NIH has a "pay line" of roughly 14%, meaning it hands out only that percentage of the total money requested. Just 1 in 10 grant proposals it considers "meritorious"—that is, worthy of funding—gets a payout.

There are opportunity costs to this system. Collaboration suffers as scientists guard their work to keep the money coming. Because the funding process favors experienced grant writers, young investigators can lose out. Such friction and lack of funds, some argue, are causing a brain drain to Singapore and other regions that are actively seeking to develop their biotech industries. "The incentives are totally misaligned. The repetitive nature of funding the same universities and the same people—all of these things add up to the stagnant position that we're in," says Doug Ulman, president of the LAF and chairman of the Director's Consumer Liaison Group at NCI.

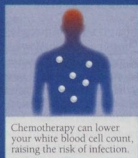
The Politics of Cancer

NO ONE IN WASHINGTON IS IN FAVOR of more cancer. But attempts to expand the NIH's budget or get separate funding from Congress have been stymied by internecine fighting among cancer groups. Armstrong tells of vice-presidential candidate Joe Biden's frustration at being besieged by cancer-site advocates—lung, breast, blood—and those for other terrible diseases, each unwilling to let dollars pass to another without an argument. "Within that group, you have a lot

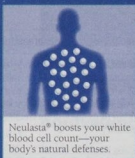


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"If you're getting chemotherapy, why not talk with your doctor about Neulasta®?"

Neulasta® is a prescription-only injection. Neulasta® is for most cancer patients receiving strong chemotherapy and does not prevent all infections.

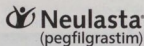
Important Information: Ruptured spleen (including fatal cases), serious allergic reactions, and a serious lung problem called acute respiratory distress syndrome have been reported. Call your doctor or seek emergency care right away if you have abdominal or shoulder tip pain, shortness of breath, trouble breathing, a fast rate of breathing, or any allergic reaction. The most common side effect of this injection is mild to moderate bone pain. If you have any questions about this information, be sure to discuss them with your doctor. You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch or call 1-800-FDA-1088. Please see important product information for patients on the following page.

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BRIEF SUMMARY OF INFORMATION FOR PATIENTS AND CAREGIVERS

This brief summary of the patient package insert provides information and instructions for people who will be receiving Neulasta® or their caregivers. This brief summary does not tell you everything about Neulasta®. You should discuss any questions you have about treatment with Neulasta® with your doctor.

What is Neulasta®?

Neulasta® is a man-made form of granulocyte colony-stimulating factor (G-CSF), which is made using the bacteria *E. coli*. G-CSF is a substance naturally produced by the body. It stimulates the growth of neutrophils (**nu**-tro-fils), a type of white blood cell important in the body's fight against infection.

What is Neulasta® used for?

Neulasta® is used to treat neutropenia (**nu**-tro-**peen**-ee-ah) that is caused by drugs used to treat cancer. Neutropenia is a condition where the body makes too few neutrophils.

How does Neulasta® work?

Neulasta® works by helping your body make more neutrophils. To make sure Neulasta® is working, the doctor will ask that the patient have blood tests to count the number of neutrophils. It is important to follow the doctor's instructions about these tests.

Who should not take Neulasta®?

Do not take Neulasta® if you have had:

- An allergic reaction to Neulasta® (pegfilgrastim) or any of its ingredients, or to NEUPOGEN® (Filgrastim). See the end of this brief summary for a list of ingredients in Neulasta®.

What important information do I need to know about receiving Neulasta®?

Neulasta® can reduce the chance of infection, but it does not prevent all infections. An infection can still happen during the time when your neutrophil levels are low. You must be alert and look for some of the common signs or symptoms of infection, such as fever, chills, rash, sore throat, diarrhea, or redness, swelling, or pain around a cut or sore. If you notice any of these signs or symptoms during treatment with Neulasta®, tell your doctor or nurse immediately.

Occasionally pain and redness may occur at the injection site. If there is a lump, swelling, or bruising at the injection site that does not go away, talk to the doctor.

If you have a sickle cell disorder, make sure that your doctor knows about it before using Neulasta®. If you have a sickle cell crisis after getting Neulasta®, tell your doctor right away.

Make sure your doctor knows about all medicines and all herbal and vitamin supplements you are taking before starting Neulasta®. If you are taking lithium, you may need more frequent blood tests.

The doctor, nurse, or caregiver will usually inject the dose of Neulasta® a day after the last dose of chemotherapy in each cycle. Neulasta® should only be injected on the day the doctor has determined and should not be injected until approximately 24 hours after receiving chemotherapy.

More information about Neulasta® is available in the Physician Package Insert. If you have any questions, talk to your doctor.

Neulasta® (pegfilgrastim)

What are possible serious side effects of Neulasta®?

- **Spleen Rupture.** Your spleen may become enlarged and can rupture while taking Neulasta®. A ruptured spleen can cause death. The spleen is located in the upper left section of your stomach area. Call your doctor right away if you have pain in the left upper stomach area or left shoulder tip area. This pain could mean your spleen is enlarged or ruptured.
- **Serious Allergic Reactions.** Neulasta® can cause serious allergic reactions. These reactions can cause shortness of breath, wheezing, dizziness, swelling around the mouth or eyes, fast pulse, sweating, and hives. If you start to have any of these symptoms, call your doctor or seek emergency care right away. If you have an allergic reaction during the injection of Neulasta®, stop the injection. Call your doctor right away.
- **A serious lung problem called acute respiratory distress syndrome (ARDS).** Call your doctor or seek emergency care right away if you have shortness of breath, trouble breathing, or a fast rate of breathing.

What are the most common side effects of Neulasta®?

The most common side effect you may experience is aching in the bones and muscles. If this happens, it can usually be relieved with a non-aspirin pain reliever, such as acetaminophen.

What about pregnancy or breastfeeding?

Neulasta® has not been studied in pregnant women, and its effects on unborn babies are not known. If you take Neulasta® while you are pregnant, it is possible that small amounts of it may get into your baby's blood. It is not known if Neulasta® can get into human breast milk. If you are pregnant, plan to become pregnant, think you may be pregnant, or are breastfeeding, you should tell your doctor before using Neulasta®.

How should Neulasta® be stored?

Neulasta® should be stored in the refrigerator at 2° to 8°C (36° to 46°F), but not in the freezer. Neulasta® should be protected from light, so you should keep it in its carton until you are ready to use it. Avoid shaking Neulasta®. If Neulasta® is accidentally frozen, allow it to thaw in the refrigerator before injecting. However, if it is frozen a second time, do not use. Neulasta® can be left out at room temperature for up to 48 hours. Do not leave Neulasta® in direct sunlight. For all questions about storage, contact your doctor, nurse, or pharmacist.

What are the ingredients in Neulasta®?

Each syringe contains pegfilgrastim in a sterile, clear, colorless, preservative-free solution containing acetate, sorbitol, polysorbate 20, and sodium.

The needle cover on the single-use prefilled syringe contains dry natural rubber (latex), which should not be handled by persons sensitive to this substance.

AMGEN

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of fighting, hogging, people trying to elbow each other out," says Armstrong. The legislators' message to these groups is simple: Get your acts together.

Last year Armstrong persuaded the advocacy community in Texas to play nice in support of a referendum to spend \$3 billion fighting cancer over the next 10 years. The passage of the proposal was a huge victory in a spend-wary state, and perhaps it was a model for others. The program makes cancer prevention and screening key components, which saves the state money in the long run.

This year Armstrong has tried to make cancer an election issue. He got Senator John McCain to attend the Livestrong Cancer Summit earlier this year. McCain, a skin-cancer survivor, committed to increasing spending but not to a specific amount. Senator Barack Obama has committed to doubling the budget for fighting cancer as part of a broader reform of health care. Certainly the frail, failing Senator Ted Kennedy's dramatic speech at the Democratic Convention, coming in the midst of his battle with brain cancer, underscored the point.

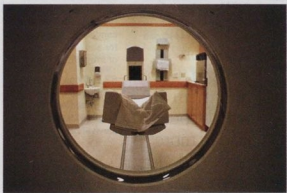
Even with a new President inclined to increase spending, throwing money at the problem isn't the answer. "There is no strategic plan," says former Senator Bill Frist, a heart and lung surgeon before he entered politics. Frist voted to double NIH funds in 1998 but wouldn't recommend it again without a better road map. There are numerous federal agencies that cover cancer, for instance, and less than complete coordination among them.

Frist says the scientific and advocacy communities need to agree to a five-year "business plan" with specific targets and measurable goals. "If you put together a good long-term strategic plan, and it was supported by the scientific community," he says, "it would be funded." That is a goal of the Kennedy-Hutchison cancer bill, which could get to the Senate floor this fall. It proposes no less than a complete overhaul in cancer policy. "We need to integrate our current fragmented and piecemeal system of addressing cancer. Front and center in our current system are the troubling divisions that separate research, prevention and treatment," Kennedy said in a Senate hearing in June.

The New Paradigm

THESE ARE PRECISELY THE KINDS OF CHALLENGES that gave rise to Stand Up to Cancer, the advocacy group organized by CBS news-

caster Katie Couric and eight other women, all of them connected to Hollywood, including *Spider-Man* producer Laura Ziskin, who has breast cancer. Says Couric, who lost her husband and sister to cancer: "It was clear to me and other people that this borders on the ridiculous. You ask yourself: What can be done?" su2c has a scheduled Sept. 5 launch with an unprecedented three-network simulcast, hosted by Couric, Brian Williams and Charles Gibson. It features a roster of stars, including a performance by cancer survivor Melissa Etheridge and a film by Errol Morris (who produced *Standard Operating Procedure*, an acclaimed documentary about Abu Ghraib abuses). "I will make you laugh,"



Some funds will go to riskier projects with big potential paybacks—the scientific equivalent of throwing long

Inside a PET/CT scanner at Dana-Farber Cancer Institute. For patients, it's one of the scariest places on earth

says Ziskin, who produced the show. "I will definitely make you cry." But so, too, would any name-your-disease telethon.

It's what happens next that is different. su2c will not distribute funds to research institutions. Instead, it will assemble dream teams of scientists across disciplines and institutions, and they will work collaboratively on projects designed to deliver a product of sorts—as opposed to an academic paper—within a defined time period. Says Ziskin: "They can only get funded if they can produce a treatment."

To vet and choose the projects, su2c has recruited a high-powered scientific advisory committee chaired by Phillip Sharp, a Nobel Prize-winning cancer researcher at MIT. The selected projects will then be monitored by the American Association for Cancer Research. "What I hope to do is identify areas where we could accelerate progress, particularly in areas where there's need—ovarian, pancreatic, glioblastoma," says Sharp.

Additionally, 20% of the funds raised will go to higher-risk projects with potentially greater paybacks. It's a science version of throwing it long. "If you run the same play every time, you're not going to win the game," says Armstrong. One of su2c's advisers was the late Judah Folkman, a famed cancer scientist whose pathbreaking theory that tumors grow via angiogenesis (creating their own blood supply) was resisted for decades. "There may be other Judah Folkmans out there," says Ziskin. "We don't want them wandering around for 40 years."

su2c is not the only independent group shaking things up. The Multiple Myeloma Research Foundation used a pay-for-results funding model that has more to do with Silicon Valley than Big Pharma to support research that in four years got four new treatments to patients—Thalomid, Velcade, Revlimid and Doxil. That's about six years faster than the decade it usually takes for such drug development and rollout. Multiple myeloma is a rare cancer of the bone marrow that sickens about 20,000 Americans each year—precisely the uncommon form of the disease that often falls into the research cracks. The MMRF benefited from the aggressive work of founder Kathy Giusti, a multiple-myeloma survivor and former pharmaceutical executive. When she and her group first raised enough money to start funding research, she faced a feeding frenzy of research applicants. "They will do what they have to do to get grant money. They're desperate," she says.

The MMRF made sure it got the most from its grant dollars by adopting an enforced-collaboration model in 2004, linking work at four cancer centers into a consortium managed by PricewaterhouseCoopers and providing them all with patients, tissue samples and a set of targets and goals. "The odds of a cure coming from one center are nil," Giusti says. "You need a mutual fund to fight cancer." From not having a single drug in the pipeline, the MMRF now has 30, half of them in clinical trials. The average lifespan of a multiple-myeloma patient has been extended by three years, to seven.

If the MMRF model works for a single, specialized cancer, it's not clear that a group like Stand Up to Cancer—which is casting a far wider research net—will show the same results. But clinicians say it's worth trying. "There needs to be a mechanism whereby we can bring groups of people together from different institutions in one group," says DuBois, who is part of su2c's scientific panel. At the same time,

there is hope that the 20% of grants *su2c* is setting aside for outside-the-box research will yield something semimiraculous.

The strategy is often compared to that of the Manhattan Project, which produced the first atom bomb, or the Apollo program, which put astronauts on the moon. Some worry that it oversimplifies things. "This isn't an engineering problem," says the NIH's Harris. "It's a problem in which we know only parts of the solution."

But more communication among scientists is always better than less, and besides, there may be more engineering to beating cancer than people realize. MIT, which knows a thing or two about designing things, is building a \$100 million research center that will put together biologists and chemists with engineers skilled in such arts as nanofabrication. "We are going to breed a group of people who are totally aware of the cancer problem and completely aware of the modern tools and computational powers of engineers," says Sharp.

MIT plans to make dream-team proposals, which Sharp views as a chance to loose the forces of science on the particularly diabolical forms of cancer. One of MIT's strategies is to build nanomolecules that, when injected into the body, can hunt for cancer cells, bind to them and deliver therapies directly to the bad cells; or to build nanomolecules that could locate abnormal genes and silence them. "It's MIT," says Sharp. "We shake and bake."

None of this absolves the rest of us from our own behavior. Think of all those fools standing in front of office buildings and restaurants grabbing a cigarette. Think of our national epidemic of obesity, which researchers believe has many links to cancer.

Cancer has become a little too familiar to us, too much a part of our social fabric. We embrace it with runs and walks and swims and bike rides that bring people together to raise funds and hopes and share their grief. "It's tough. We are a very optimistic organization, and all of our materials are about living every day to the fullest and living strong and fighting cancer. But at the end of the day, if you look at what's happened, some would argue that we haven't been that successful," says LAF's Ullman.

At a Livestrong ride, run and walk in the Philadelphia area, some 5,000 people took part on a beautiful summer day to raise \$3 million for the LAF. "These aren't fun runs," says Armstrong. "They are very emotional, tearful times." Some participants had cancer; some were survivors. And most of those who rode by bore on their backs the names of dead relatives, a rolling graveyard passing through the placid Pennsylvania countryside. ■

A Foe With Many Faces

Cancer is not one disease but dozens, all with different therapies and prognoses. Still, scientists are finding common roots that may link them all, which could lead to more powerful treatments

BY ALICE PARK

Solid Cancers

SKIN



Diagnosis

The old-fashioned way is best for detecting melanoma, the most serious skin cancer—by looking for and keeping track of irregular moles.

62,480 new melanoma cases in the U.S. expected in 2008; 91% five-year survival rate

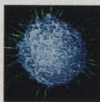
TREATMENT

Surgery can often remove early tumors, but if the melanoma has penetrated more deeply and widely into the body, doctors may also choose to take out some lymph nodes and add radiation or chemotherapy. Efforts to create a vaccine to corral cancer cells are under way.

Outlook

About 80% of melanomas are detected early, before they have spread, and can be cured. Screening programs and self-exams are key to keeping down the cancer's rates.

PROSTATE



Diagnosis

A blood test for the prostate-specific antigen (PSA) is the most common screen. A physical exam can also pick up changes in the gland's size or shape.

186,320 new cases in the U.S. expected in 2008; 99% five-year survival rate

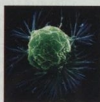
TREATMENT

Doctors can cut out contained growths, while radioactive seeds implanted in the tumor can destroy from within. Newer beam devices can focus radiation on the prostate from outside the body. Hormone therapies can also shrink growths and stall the cancer.

Outlook

It's one of the more curable cancers, as long as it is detected early. Cases still remain high among African-American men.

BREAST



Diagnosis

Physical exams and, past age 40, annual mammograms can detect up to 90% of cases in women.

184,450 new cases in the U.S. expected in 2008; 27% (if spread) to 95% (if localized) five-year survival rate

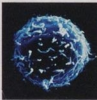
TREATMENT

Well-funded research efforts have brought breast-cancer therapies closest to personalized medicine. The first targeted cancer drug, Herceptin, was designed to seek and destroy breast cancers containing the HER2neu protein. The latest test, Oncotype Dx, a 21-gene screen, can predict the likelihood that a woman's cancer will recur and even whether she will respond to chemotherapy.

Outlook

No other cancer comes with so many treatment options, which means more women than ever before can—and will continue to—survive the disease.

Liquid Cancers

BRAIN	PANCREATIC	LUNG	LEUKEMIA	LYMPHOMA NON-HODGKIN'S	HODGKIN'S
					
Diagnosis <p>There is no screening test for brain cancer, and symptoms such as headache, blurred vision and seizure are often the first signs.</p> <p>21,810 new cases in the U.S. expected in 2008; 32% five-year survival rate</p>	Diagnosis <p>No screening exists, so only 7% of cases are detected early. The rest are spotted when pain or other symptoms occur.</p> <p>37,680 new cases in the U.S. expected in 2008; 5% (if spread) to 20% (if localized) five-year survival rate</p>	Diagnosis <p>Doctors are investigating whether X-rays or spiral CT scans are better at finding lung cancers early.</p> <p>215,020 new cases in the U.S. expected in 2008; 15% (if spread) to 49% (if localized) five-year survival rate</p>	Diagnosis <p>Routine blood tests can reveal the hallmark of the disease—an abnormal number of white blood cells.</p> <p>44,270 new U.S. cases expected in 2008; 21%-75% five-year survival rate, depending on type</p>	Diagnosis <p>Swollen lymph nodes may be the first sign of this most common variety of lymphoma, which can occur in 30 different forms.</p> <p>66,120 new cases in the U.S. expected in 2008; 63% five-year survival rate</p>	Diagnosis <p>Swollen nodes in the neck or chest are a first sign. It may be revealed during X-rays for flu-like symptoms.</p> <p>8,220 new cases diagnosed in the U.S. annually; 85% five-year survival rate</p>
TREATMENT <p>Surgery, radiation and chemotherapy are the standard anticancer measures. But because growths in the brain are difficult to reach with these methods, researchers are testing a number of potentially more effective ones, including harnessing immune cells via vaccination, heating up the tumors and cutting off the cancer's blood supply using targeted drug therapies.</p>	TREATMENT <p>Surgery can remove some of the cancer, but because it is often found late, chemotherapy and radiation are rarely enough. Doctors have a poor understanding of what drives pancreatic cancer, which means that even the latest targeted drugs are ineffective. Most research efforts are focused on finding better ways to detect the disease sooner so the tumor can be removed before it spreads.</p>	TREATMENT <p>Until targeted drug therapies emerged in the past decade, traditional cancer therapy could do little for lung-cancer patients. But certain forms of the disease depend on blood-vessel and growth-factor agents, all of which can now be inhibited with anticancer drugs. Other compounds that block insulin growth factor are being studied.</p>	TREATMENT <p>In 2001, Gleevec, the most powerful new anticancer treatment to come along in decades, was introduced. Its first target—chronic myeloid leukemia, a difficult-to-treat blood cancer. By disabling a signaling pathway inside the cancer cell, Gleevec does what chemo and radiation can't: attack the tumor from the inside out. That proved effective for other leukemias as well; some childhood versions now have an 81% five-year survival rate.</p>	TREATMENT <p>Chemotherapy is an old reliable, but highly specialized antibodies that target proteins coating the cancer cell's surface are proving effective killers as well. While leukemias are destroyed from the inside out, lymphomas appear to be vulnerable to the traditional attack on the outer flanks—provided that the antibodies are designed to find the right lymphoma targets.</p>	TREATMENT <p>Alternating rounds of radiation and chemotherapy are the most effective treatment option. During the disease's early stages, radiation focused on the affected lymph nodes may prevent the lymphoma from spreading.</p>
Outlook <p>New treatment options have only recently started to emerge, but a better understanding of the molecular mechanisms behind brain cancer could push survival from months to years.</p>	Outlook <p>It may be one of the toughest cancers to treat today, but that might change as a deeper understanding of what causes pancreatic cancer is reached.</p>	Outlook <p>Survival rates remain stubbornly low, but smarter treatments combined with better screening tests may soon raise those percentages. The best way to avoid the disease altogether? Don't smoke.</p>	Outlook <p>Next-generation targeted drugs will continue to assault leukemia cells' inner workings, making them more vulnerable to destruction and the effects of chemo and radiation.</p>	Outlook <p>New treatments provide hope that non-Hodgkin's cases can be controlled, but the incidence of the disease has climbed since the 1970s for reasons that puzzle researchers.</p>	Outlook <p>Once nearly always fatal, this lymphoma is now predominantly treatable, owing to early detection and judiciously applied therapies.</p>

Bad Boy Makes Good

Thanks to an unprecedented auction, the merrily morbid British artist Damien Hirst is about to have the biggest payday in art history

BY RICHARD LACAYO

FOR MORE THAN A DECADE, Damien Hirst has been one of the richest and most famous artists in the world. All the same, when you sit down with him, he still seems surprised by it. "I grew up with quite an impoverished background," he says. "I didn't see any possibility that I would ever get paid for doing anything I enjoyed." He tells me this one rainy afternoon in July at one of his many studios. When he says it, I think immediately about the bull in the next room. I'm pretty sure he enjoyed coming up with it. I'm very sure he's about to be paid for it. A lot, actually.

The bull is called *The Golden Calf*, and it's headed to market at Sotheby's auction house in London, where it will be the star of a two-day sale of 223 works by Hirst that begins Sept. 15. This will be the first time any auction house has sold a quantity of work fresh from an artist's studio. As auction prices for contemporary art have rocketed ever higher, galleries have been dreading this very possibility, that a well-known artist would bypass his dealers—who usually get a cut of roughly half of a work's sale price—and make straight for the auction houses and the auction money. (The auctioneer's fee is paid by the buyer on top of the sale price, which means that Hirst will walk away with pretty much every dollar that his work gets hammered down for.) If it meets expectations, the sale could put about \$120 million into Hirst's

pocket, a payday unlike anything any living artist has seen. And *The Golden Calf* will be the prime lot, with a presale estimate of \$14.6 million to \$22 million. Sometimes a bull is truly a cash cow.

And also a very adroit performance. *The Golden Calf* is a white bullock preserved in a tank of formaldehyde that's mounted on a tall marble plinth. His hooves and horns are 18-karat gold. His head is crowned by a gold Egyptian solar disk. Seen head-on, he's a false idol whose headgear is simultaneously silly and mesmerizing. But the beast is best seen in profile, the view that leaves you to reconcile as best you can his hieratic gravity with the laugh-out-loud abundance of his penis. When Hirst is good, he's good, and *The Golden Calf* is a nimble concoction, designed all at once to beguile, flatter and parody the big-swinging billionaires who are likely to bid on it.

And when Hirst is not good? He's still usually a cash cow. Over the past two decades, with work of very fluctuating quality, Hirst has assembled a net worth that the *Sunday Times* of London estimated earlier this year at \$364 million. The money pays for a small army of studio assistants. Scores of them execute his product-lines-on-canvas, which are hugely profitable but for the most part aesthetically negligible. There are spot paintings, which are multicolored

Laughing all the way ... *The Sotheby's auction could bring Hirst \$120 million or more*





Photograph for TIME by Pal Hansen



The Golden Calf

The centerpiece of the sale is Hirst's commentary on false idols (and the people who bid on them?)

grids of little circles; spin paintings, made by pouring paint onto a whirling disk; and butterfly paintings, made by embedding dead butterflies in pigment.

Hirst's gift, when it's with him, is for black comedy. William Hogarth meets Stanley Kubrick—work that's part deadpan joke, part dead-serious utterance about mortality and decay. The piece that made him famous, an open-jawed shark in a tank of formaldehyde, titled *The Physical Impossibility of Death in the Mind of Someone Living*, offered a giant beast of prey as a belligerent correlative for a universally suppressed anxiety. But Hirst's career always threatens to amount to just a core of genuine invention surrounded by a vast penumbra of middling merchandise. The huge Sotheby's sale will be another milestone in his financial victory march. But what's more interesting is that it may also be a terminus. Hirst has been thinking about finding some new directions. In June he turned 43—an age, he says, when "you start thinking you're going to need

something else. Something more personal and quieter and darker."

How to Paint Money

IT WAS IN 1988, WHEN HE WAS A STUDENT at Goldsmiths College in London, that Hirst got on the art-world map. In a rented warehouse, he organized a show of his and

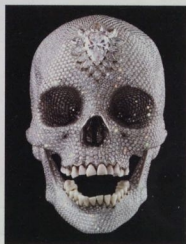
Bonanza! *Hirst is joining those who have reaped one-day windfalls. Examples:*

\$219 million **Howard Stern** scores a huge stock bonus as his show on Sirius debuts in 2006 to 3.3 million satellite-radio subscribers

\$100 million **50 Cent** hits the jackpot in 2007 when Coca-Cola buys the maker of Vitamin Water, which the rapper had endorsed in exchange for a stake in the company

\$55 million **Oscar De La Hoya** earns a record boxing purse for his May 2007 fight against Floyd Mayweather, who won

Sources: New York Times; Forbes.com (3)



For the Love of God

Hirst's diamond-crusted skull "sold" last year for \$100 million—except not quite



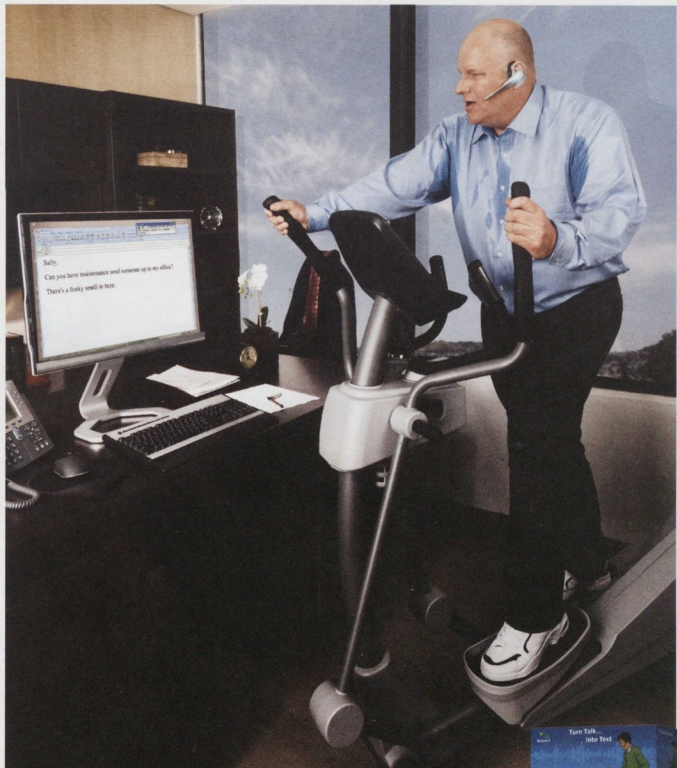
Psalm 27: Dominus Illuminatio

Butterflies aren't free. This Hirst is one of a pair that could bring \$350,000

15 fellow students' work. He persuaded some British museum decision makers to take a look and over the next few years whipped up a storm of coverage from the British media. Hirst was the leader of the phenomenon that came to be called the Young British Artists, and he was a bad boy at the center of every party.

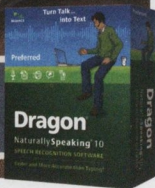
A turning point came when he met Frank Dunphy, 70, his genial but very shrewd business manager. In the mid-'90s Dunphy agreed to help Hirst straighten out a tax problem. Hirst says Dunphy promised to make him money: "I said, 'You're an accountant—you mean save me money.' And he said, 'No, no, make you money.'"

He meant it. In time, Dunphy would take all of the wayward boy's business affairs in hand, most importantly by renegotiating Hirst's split with his dealers. But even so, an auction sale in which Hirst walks home with almost everything was too much to resist. He'll continue to work with his dealers, says Dunphy, but "Damien's far enough up the greasy pole now to be his own man."



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Three Steps To A Safer Kitchen, visit www.nsfafetytips.org or call 1-888-99-SAFER.

Come unto me Hirst clowning in his studio, before a backdrop of works destined for auction

Within the art world, the announcement of Hirst's Sotheby's sale did not really come as a surprise. The past few years have seen a phenomenal increase in auction prices for contemporary art. Many of the buyers come from Russia, Asia and the Middle East, where a new class of billionaire collectors has emerged. Artists, however, don't ordinarily get a dime from auction sales of their work. The money goes to the sellers, with a commission to the auction house. But there's no rule that says an artist can't sell his work at auction, and it was always likely that Hirst would be the first to do that. He has the production capacity to supply a big sale, the global name recognition and a long relationship with Sotheby's.

Over the summer, the Sotheby's sale got the kind of treatment that Boeing and Airbus give to the rollout of a new jetliner. In late August, a selection of the material was shipped to the Hamptons for a viewing. It also went to New Delhi, to wink at India's increasingly powerful collectors. In June, Hirst flew to Kiev to attend a Paul McCartney concert and attend a party hosted by Victor Pinchuk, a Ukrainian steel billionaire who owns seven Hirsts and a private museum of contemporary art.

The global sales campaign may be a good idea. In August the *Art Newspaper* reported that Hirst's London gallery, White Cube, had a backlog of more than 200 of his unsold works. If the story is true—the gallery denies it and says it's based on “redundant documents”—it means that Hirst has run into that age-old problem of factory production: excess inventory. This may be one reason he announced recently that he would stop producing the spin and butterfly paintings. The Sotheby's sale is also a canny way of getting his name out to new buyers. “There's our global reach,” says Cheyenne Westphal, Sotheby's European chairman of contemporary art. “We're everywhere, and we act as a magnet for all the new people coming into the market.”

The future of Hirst's market is also affected by the so far inconclusive fate of his most highly publicized project, a diamond-encrusted skull called *For the Love of God*. As a trope of human folly and cupidity, a glittering death's-head is as tired as it gets. Hirst's twist, such as it was, was to have the thing manufactured at a stratospheric level of crass luxury—a platinum skull layered with 8,601 diamonds—then to offer the poisoned apple to the world's billionaires for a record-setting price: \$100 million. At that level, not only would it claim the highest amount paid for a work

by a living artist; it would also be a punch line of Hirst's conceptualist joke about the madness of the art market.

Or at least that was how it was supposed to work. About a year ago, Hirst announced that the skull had sold for the full \$100 million. But the purchasers turned out to be a consortium of investors that include Dunphy, Hirst and Jay Jopling, Hirst's London dealer—meaning they sold an unspecified share of the skull to themselves. Eventually, Dunphy insists, they will resell it after it has toured a few museums. “By the way,” Dunphy adds, “the price of it now would be double.”

Dunphy is routinely described as a father figure to Hirst. But Hirst also seems to have another—the painter Francis Bacon, who died in 1992. In recent years, he's been producing work drawn from Bacon imagery, like one derived from the anguished triptychs Bacon made after the suicide of his lover George Dyer—with slaughtered sheep substituted for Dyer. Hirst says Bacon's bleak, tumultuous work made an

impression on him early on. “It was gory, high impact,” he says. “When you're young, you love that kind of stuff. But then I started painting, and everything I was painting was kind of s__ Bacons. So I gave up.”

Now he's trying again. For the past couple of years, Hirst has been painting again—actually painting, as in the kind of pictures an artist produces himself, not through workshop assistants—and always with a sense of Bacon looking over his shoulder. This is a big risk. Hirst has given precious little evidence up till now that he knows what to do with a brush, and plenty of people are waiting for him to fall on his face.

So far he hasn't exhibited these pictures. But he's begun to regard his mass-produced paintings as a means he has used to avoid becoming a painter of another kind. “The spot paintings, the spin paintings,” he says, “they're all a mechanical way to avoid the actual guy in a room, myself, with a blank canvas.”

Yet, though he might not know it, hasn't Hirst already produced his self-portrait? It's *The Golden Calf*, a king of the art-world hill, worshipped for being golden and burdened by it too. Or maybe he does know it. And maybe after it has sold, Hirst really will be able to move on to another stage of his career.

Going once. Going twice. ■



The Damien Hirst Menagerie

To see behind-the-scenes photos of Hirst at work, go to time.com/hirst

Help Shape Our Nation's Future Through Citizen Service and Civic Engagement

Join the Millions of Americans Who Are Taking Action

More than 100 organizations have come together to support ServiceNation, a campaign defining a new era of voluntary service and citizenship to address some of our greatest social challenges. ServiceNation proposes to take service to a new level – creating volunteer opportunities for Americans at every life stage.

Launching a Year-Long Campaign

On September 11 and 12, a Service Summit will convene in New York City with more than 500 leading Americans from the civic, corporate and social-activist arenas on hand to lay out a bold blueprint for citizen service. The Summit will kick off with a presidential candidates forum, at which Senators McCain and Obama have been confirmed to speak about citizen service and civic engagement in America. New York City Mayor Michael Bloomberg will then officially open the Summit, where topics will include a new kind of civic engagement – the role of community and national service in the future of

our country – and conclude with an address from California Governor Arnold Schwarzenegger, who was the first governor to create a cabinet post to oversee service and volunteering.

September 27 – The Day of Action

Be part of the change you wish to see. Join thousands of communities around the nation as they demonstrate the impact that service has – and could have – on our country and the power of citizens to create large-scale change. Find out how you can participate in the Day of Action at www.servicenation.org.

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To feed the U.S. with organics, we'd need 40 million farmers, up from 1 million today

FOOD, PAGE 56

Life

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SOCIAL NORMS

Crowdfunding.

Got \$10? Then you too can be a venture capitalist

BY KRISTINA DELL

POLITICIANS DO IT. CHARITIES too. And now for-profit entrepreneurs are tapping the Internet to get small amounts of money from lots and lots of supporters. One part social networking and one part capital accumulation, crowdfunding websites seek to harness the enthusiasm—and pocket money—of virtual strangers, promising them a cut of the returns.

Like a homespun 190, CatwalkGenius.com helps hoi polloi bankroll upstart fashion designers. British documentary filmmaker Franny Armstrong raised more than £450,000 (\$815,000) to finance—and work full time on—*The Age of Stupid*, which she hopes will premiere at the Sundance Film Festival in January. People

who gave 20 quid (\$35) got a credit on the film's website; those who gave £5,000 (\$9,000) and up will get a percentage of the profits, if there are any.

The term *crowdfunding* derives from another neologism: *crowdsourcing*, i.e., outsourcing to the public jobs typically performed by employees. Want to start a T-shirt business? Why not have the masses submit designs (crowdsourcing) and finance the ones they like (crowdfunding)? That's what Cameesa.com is doing, in a fashion-forward knockoff of Threadless.com, which generated \$17 million in revenues in 2006 by having the crowd choose T-shirt designs. "If you put money down to support a design, that's a strong indicator of actual demand," says Cameesa founder Andrew Cronk, a programmer in Chicago. In other words, the folks who fund your venture double as a first-rate focus group.

Likewise, SellaBand.com connects music lovers with unsigned artists looking to record albums. It's a way to bypass the labels; groupies can now fill that role. Musicians have profiles with bios and songs, and as soon as they sell 5,000 shares, at \$10 a pop, it's time to head to the recording studio. In two years, more than 30,000 people have ponied up more than \$2.5 million, and 25 musicians have cut or are cutting albums. So far, the average return on each \$10 investment is about \$2.50 from CD sales and ads. The money gets split among the artist, SellaBand and the artist's "believers"—an apt description for those who contributed. "People become emotionally invested as part of a team," says Mark MacLaine, bassist in the British band Second Person, which in six months raised \$50,000 from 741 investors and has since had its video featured on VH1 UK and MTV UK. "Right now things are going really well," says MacLaine, who is warily pursuing music full time. "Maybe I'll be working in Wal-Mart in a few months." But at least 741 people are betting he won't be. ■



FIRST PERSON WITH:

A STUDENT ENTREPRENEUR

Getting Strangers to Pay My Tuition. Max Stephenson's \$25,000 quest via e-mail

Some 2,000 people have responded to your e-mail asking for \$2.50 donations. How much have you raised so far? Over \$5,000. In two weeks. It's been a great response. Most of the money is from anonymous people, sent by mail. It could be a dollar or two or as much as a \$10 bill. I also received some payments through PayPal.

How did you get this idea?

I heard about it from a student who did this in Canada. It wasn't the same exact thing, but it was similar—a mass guerrilla campaign to raise money for college. I tweaked it and decided to give people a reward for helping me.

Are you really planning to send each donor a piece of your cap and gown in four years when you graduate from New York University?

I have a spreadsheet with the person's name, address, and the amount they donated.

You're 18. Is this your first business venture?

Not exactly. When I was in middle school, I started a little brownie-and-soda company selling items that my school didn't have in stock. I had a minicorporation of about four or five kids, and we raised some money. I'm not sure the exact amount, but the last year we raised over \$4,000. It was

pretty impressive. If people weren't pulling their weight, I had to fire them.

Your 765-word plea for tuition help notes that your mother is handicapped and your father has three jobs. Do you worry your e-mail looks like a scam? I definitely see why people might think it's a scam. They can check it out; they can call NYU's financial-aid office if they want.... I was trying to make it seem as unscam-like as possible. Which is kind of difficult when you're asking for money.

How many people have you sent the e-mail to?

Two hundred people in my address book and about 100 people my mom thought would be interested. And I asked all those people to forward it.

Do you plan to e-mail more potential contributors?

People have said, "Oh, why don't you buy a list from a website, and you can get a million people's e-mails for \$40." But I don't want to do that, because it's impersonal and it's spamming.

—BY LAURA FITZPATRICK ■



Get Ready for \$chool

For more stories on the high cost of higher ed, go to time.com/payingforcollege

CAR CULTURE

You Want A Revolution.

More cities are using roundabouts to help save drivers time (and gas money)

BY TIM PADGETT

CARMEL, IND., IS DRIVING IN circles. Since 2001, the Indianapolis suburb has built 50 roundabouts, those circular alternatives to street intersections that have become a transit fixture in much of the rest of the world. Because roundabouts force cars to travel through a crossroads in a slower but more free-flowing manner—unlike traffic circles, roundabouts have no stop signals—in seven years, Carmel has seen a 78% drop in accidents involving injuries, not to mention a savings of some 24,000 gal. of gas per year

per roundabout because of less car idling. “As our population densities become more like Europe’s,” says Mayor Jim Brainard, who received a climate-protection award this year from the U.S. Conference of Mayors, “roundabouts will become more popular.”

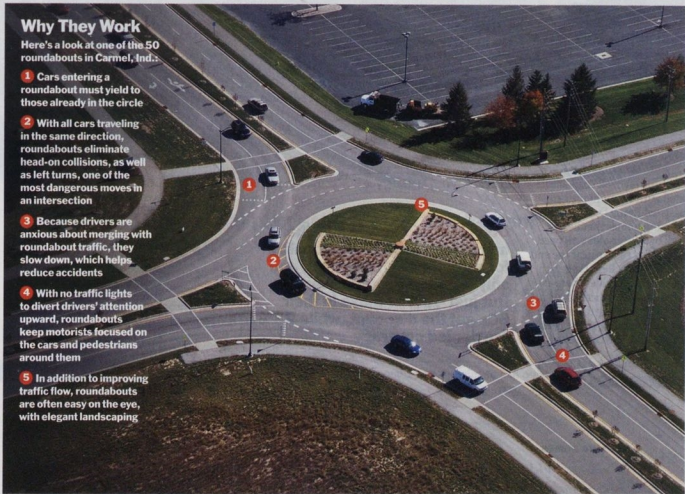
About 1,000 roundabouts have been built in 25 states, and research bears out the benefits to states like Kansas, where the new design has produced a 65% average drop in vehicular delays, according to a recent Kansas State University study. Most roundabouts are also more aesthetically pleasing and cost much less to

construct than stoplight intersections. The problem is teaching Americans how to navigate them. (Folks, cars entering a roundabout yield to those already in it.) But the heightened anxiety people feel in roundabouts makes them drive more carefully and remember that intersections are dangerous places. And as Tom Vanderbilt notes in this summer’s best seller *Traffic*, “The system that makes us more aware of this is actually the safer one.” ■

Why They Work

Here’s a look at one of the 50 roundabouts in Carmel, Ind.:

- 1 Cars entering a roundabout must yield to those already in the circle
- 2 With all cars traveling in the same direction, roundabouts eliminate head-on collisions, as well as left turns, one of the most dangerous moves in an intersection
- 3 Because drivers are anxious about merging with roundabout traffic, they slow down, which helps reduce accidents
- 4 With no traffic lights to divert drivers’ attention upward, roundabouts keep motorists focused on the cars and pedestrians around them
- 5 In addition to improving traffic flow, roundabouts are often easy on the eye, with elegant landscaping



BY THE NUMBERS

Did you know ... France has about **30,000** roundabouts, nearly a third of the world’s total ... Unlike traffic circles, which were invented at the turn of the 20th century, roundabouts preclude the need for any stop signals ... Roundabouts cut hydrocarbon emissions at intersections by as much as **42%** ... Ten roundabouts in Virginia save **200,000** gal. of gas a year (no more idling!) ... In Kansas, roundabouts have eased traffic delays by an average of **65%**



Thinking Long Term

Insurance for assisted living and other elder care lets boomers start small and add coverage later



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LONG-TERM CARE IS THE KIND of financial jargon that puts even actuaries to sleep. It refers to the potentially catastrophic medical costs associated with the in-home care, assisted-living facilities and nursing homes that nearly half of 65-year-olds will need in some measure near the end of their lives. Regular health insurance excludes these expenses, and Medicaid does not pick them up until virtually all your resources have been exhausted. You can easily

spend \$300,000 on just two years of care.

To sign up more boomer customers—a generation ripe for coverage but still classically in denial about its age—insurers are echoing the “lifestyle” planning that has been so successful in the mutual-fund industry. Only instead of a fund that automatically shifts to conservative investments as you age, they’re providing long-term-care insurance that allows you to start small and add coverage as you near the time in life when you’ll most likely need it. Allianz, for example, lets you lock in a good-health discount and make adjustments every five years. With MetLife, you

can as much as double your coverage with a phone call.

This flexibility costs extra. But in the past, when there was no ability to adjust, many people simply let their policies lapse after years of paying premiums. So how do you decide what’s right for you? Here are some guidelines:

Be aware of your family’s health history. If Alzheimer’s, stroke or other degenerative illnesses run in your family, you are a prime candidate to buy coverage while in your 50s. Once an ailment surfaces, expect to pay 10% more right away—and that’s if you can get coverage at all.

Don’t wait too long. More than half of folks in their 50s qualify for a good-health discount, and only 14% are denied coverage. But just 42% of those in their 60s get the discount, while 23% are denied coverage

Get the early-bird special.

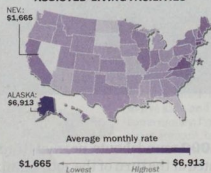
The monthly premium for a healthy 55-year-old buying modest coverage is about \$1,000; the cost doubles if you stay healthy and start coverage at 65.

Weigh the variables. The things that most affect the price of your policy, in order: age (see above), rate and length of coverage (most policies are from one year to five years), waiting period (benefits typically start after 30 to 90 days of illness) and inflation protection (benefits rise automatically each year).

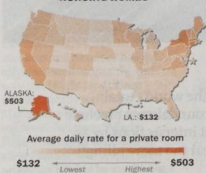
Shop around. Different carriers have different areas of expertise, and they price coverage accordingly. If you’re a diabetic, you’ll probably get a better rate at John Hancock than Genworth; if you’ve had a stroke, you’ll probably get a better deal at MetAmerica than John Hancock. So get bids from at least three carriers, and see if long-term-care insurance makes sense for you. The cost of care is only going to get higher. ■

ELDER-CARE COSTS

ASSISTED-LIVING FACILITIES




NURSING HOMES



HOME AIDES



Source: Prudential long-term-care cost study, 2008



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*Source: 2006 *New Retirement Mindscape*® study conducted by Ameriprise Financial in conjunction with Age Wave and Harris Interactive.

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Can Slow Food Feed the World?

Why a movement with a reputation for elitism is adopting a more inclusive agenda

BY BRYAN WALSH

OVER LABOR DAY WEEKEND, thousands of foodies flooded a special farmers' market set up by Slow Food Nation in San Francisco's grand Civic Center. But the gourmards who showed up eager to fill their baskets with dry-farmed Early Girl tomatoes and muslin-wrapped Cheddar cheeses might have been surprised to find that the first event of the conference wasn't a seminar on artisan bread but an earnest panel on the global crisis of rising food prices. Slow Food—the anti-fast-food, anti-industrial-agriculture movement launched in 1986 by a left-wing Italian journalist—too often has tilted more toward high-class gastronomy than hard-to-solve public-health issues, a criticism the weekend conference sought to

address. "This is a coming-out party for a more inclusive Slow Food movement," says culinary writer Michael Pollan, who moderated the panel.

With worldwide crop prices soaring, the elitist charge often tossed at Slow Food groups—which have some 16,000 members in the U.S.—suddenly stings a bit more. Who cares about the perfect mushroom when more people are going hungry? The movement's leaders are responding, however, by putting politics back at the center of Slow Food's agenda and calling for reform of a global agri-industry they say has failed farmers and eaters alike. "How did we get to a place where it is considered elitist to have food that is healthy for you?" asks Katrina Heron, head of the San Francisco-based Slow Food Nation.

The one thing Slow Food and its critics agree on is that something is wrong with the global food system. According to the U.N. Food and Agriculture Organization (FAO), in 2007 50 million more people were hungry than in 2006. At the same time, unhealthy, heavily processed, American-style fast food has spread beyond our borders, eroding traditional ways of eating. The solution, say Slow Food devotees, is to shift to cuisine that is "good, clean and fair," grown mostly organically by local farmers.

Sure, slow food tastes better, but agribusiness has long argued that industrial farming is the only way to economically feed a global population nearing 7 billion. Organic farming yields less per acre than standard farming, which means a worldwide Slow Food

initiative might lead to turning more forests into farmland. (To feed the U.S. alone with organic food, we'd need 40 million farmers, up from 1 million today.) In a recent editorial, FAO director-general Jacques Diouf pointed out that the world will need to double food production by 2050 and that to suggest organics can solve the challenge is "dangerously irresponsible."

Of course, most Slow Foodies aren't arguing that we should eat only organic arugula. In its broadest sense, the movement is trying to get people to stop and really think about what's on their plate and how it got there. In the end, Slow Food is more interested in producing better-tasting food than leading a jihad against chemical fertilizers, and there's something to be said for appealing to the stomach to get to the head. ■

THE DEBATE



Organics vs. overpopulation The Slow Food movement, which promotes the virtues of organic and locally grown produce, like this baby bok choy on a small-scale farm in Massachusetts, left, is grappling with critics' contention that such methods cannot meet the needs of growing numbers of hungry people in poor nations like Somalia, right



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Printer cartridges are easy to hate, so a start-up is asking, Why not print without ink?

JEREMY CAPLAN ON ZINK IMAGING

Global Business

ENERGY SMALL BUSINESS

ENERGY

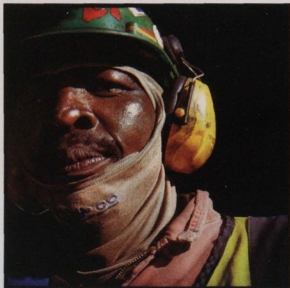
Dirty Little Secret. South Africa's Sasol says synthetic oil can reduce our crude craving. Yes, there's a catch

BY ALEX PERRY/JOHANNESBURG

OPINIONS ON OIL COMPANIES FALL INTO two camps. If you own one or work for one, you'll probably see oil companies as vital lubricants of the world economy, without which business and development would collapse and millions



Fuel's gold Sasol's Secunda plant is an economic mainstay but a notorious polluter



Capturing Energy

To see more of Benedict Kurzen's photos of Sasol operations, go to time.com/sasol

would stagnate in poverty. If you're anyone else, you'll know them as giant enterprises making billion-dollar profits, by turns accused of holding the world economy hostage, precipitating a global food crisis and endangering the planet. Now imagine the public relations nightmare facing an oil company that uses technology responsible for powering Nazi Germany, that propped up apartheid for decades and that operates a plant with the dubious distinction of being the world's biggest single-point source of carbon dioxide. Only a die-hard optimist could talk up such a company, right? Meet Pat Davies, head of South African energy giant Sasol, and listen to him speak about its prospects. "We're coming into a sweet spot, a unique position," he says with a calm, easy smile. "We're in the lead position worldwide in what we do, and there's enormous interest in us right now."

The transformation of Sasol from a company with the most dubious of pasts into a company with the brightest of futures illuminates our can't-live-with-it, can't-live-without-it relationship to oil. The future well-being of the planet depends on our reduction of fossil-fuel emissions. On the other hand, the future well-being of much of humanity depends on our continued use of fossil fuels. The way companies like Sasol negotiate this dilemma will help determine the future for all of us.



The color of oil is ... green Once attacked by the ANC as a symbol of apartheid, Sasol is now part of the South African government's drive to give blacks a bigger stake in the economy

But first, about that dubious past. Sasol's origins can be traced to the work of two German scientists, Franz Fischer and Hans Tropsch, who in 1923 came up with a process to convert coal to liquid fuel. When Adolf Hitler seized power in coal-rich, oil-poor Germany in 1933, the Nazis used the Fischer-Tropsch process to help power their military expansion across Europe; during World War II, Germany was producing 125,000 bbl. of synthetic fuel a day at 25 plants. After the war, a South African entrepreneur called "Slip" Menell bought the South African rights to Fischer-Tropsch, and in 1950 the new white supremacist Nationalist Party government formed Sasol—an acronym for Suid-Afrikaanse Steenkool en Olie (South African Coal and Oil)—to produce gasoline from South Africa's vast coal deposits.

As international sanctions began to bite in the 1970s, Sasol became integral to the survival of an isolated South Africa—and a frequent target of Nelson Mandela's African National Congress (ANC) guerrillas. In 1980 the ANC's military wing, the Umkhonto we Sizwe, blew up parts of Sasol's plants in Sasolburg and Secunda, both south of Johannesburg. In 1983, '84 and '85, the rebels returned to launch rocket attacks on the plants. (The rockets missed, but the attacks are commemorated to this day in an ANC song whose chorus goes, "Whoosh! Whoosh!")

White supremacists using Nazi technology is a Venn diagram of bad p.r. Yet Sasol survived the end of apartheid. Why? Because it's

an energy company. Precisely those qualities—size, profits, energy security—that made it a target of the ANC as a rebel group made it vital for the ANC as a government. Today Sasol has a market cap of \$32 billion and is South Africa's biggest private-sector employer, with a workforce of 33,000, earnings that account for 4.4% of GDP and a production output that satisfies 38% of South Africa's fuel needs.

It is also one of the primary instruments that the postapartheid government uses to dilute white domination of the economy. The government now owns 24% of Sasol, which has a black majority on its board—Davies is the company's only white executive. Former ANC guerrilla leader Max Sisulu once served as group general manager. In March, Sasol announced it was releasing more than \$3 billion in shares—or 10% of the company's total value—to Sasol employees, black South Africans and other previously disadvantaged groups. A finance deal will allow buyers to own shares by putting down a small deposit, and since the shares are being sold below market price, they will offer an immediate return. The aim is to create 100,000 to 200,000 new shareholders.

The transformation has been so complete, reckons Davies, that Sasol's past connections to apartheid are now irrelevant. "We feel pretty good about the contribution we are making to South Africa and this continent," he says. "We're offering a partial solution to the energy situation





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Tainted history The Secunda plant, which produces 150,000 bbl. of synthetic fuel a day, is based on a technology that once powered Nazi Germany

on a global basis, and we're doing it in a way that provides jobs, alleviates poverty and improves quality of life. Don't dwell on the past. Let's get on with the future."

That future, as Davies notes, could be dazzling. With the price of crude at one point this year reaching \$147 per bbl., interest in alternative sources of oil is unprecedented. A big part of that interest comes from the U.S., India and China, which all rely on oil imports and have massive coal reserves. Feasibility studies for Sasol to build two plants in China, each projected to produce 80,000 bbl. a day by 2012, are at an advanced stage. In the U.S., Sasol is court- ing interest from several states, including Montana, Illinois and Wyoming, as well as the U.S. military, which is attracted by the security advantage of a U.S.-based coal-to-liquid-fuel plant over imports from the Middle East or Africa. In India, coal deposits have been identified, but talks with the government are at an earlier stage than in China. Sasol built a natural-gas-to-liquid plant in partnership with Chevron in Qatar in 2006, and a second such plant in Nigeria, also built with Chevron, is due for completion next year. And the company is in discussion with the government of Australia over the construction of a third gas-to-liquid plant there.

Brian Ricketts, an analyst at the International Energy Agency, an energy think tank in Paris, says his group expects coal-to-liquids and gas-to-liquids to account for 10% to 15% of world fuel supply by 2050. Even capturing 1% of world oil demand would mean an output of millions of barrels a day—several times Sasol's current global production. Susan Barrows, a chemist and an energy expert at Harrisburg University in Harrisburg, Pa., reckons that given U.S. coal stocks, the country should be able to produce enough

oil from coal to replace 30% of its imports. For Davies, the logic of such figures is undeniable. "In 10 years, India and China will need 17 million bbl. a day, and that's more than Saudi Arabia's annual production," he says. "There's just a lot more coal reserves than oil reserves."

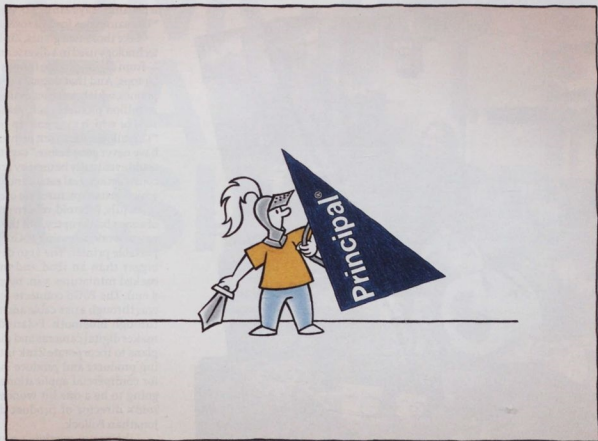
Of course, nothing's ever that simple in the energy business. Sasol's end product is cleaner than the average diesel fuel or gasoline, emitting less sulfur and less nitrogen when it burns, says Barrows. Coal-to-liquid plants can also be used to clean up the mountains of coal left over at old mines. But in terms of carbon emissions, Fischer-Tropsch is dirty. A sliding scale of emissions from fossil fuels, goes: coal, petroleum, methane. Coal emits the most carbon dioxide per unit of energy obtained. The resultant fuel also emits more carbon dioxide when burned. "It's a double whammy," says Barrows. Ricketts cautions that Sasol's Secunda plant, which produces 150,000 bbl. of fuel a day, is "the world's largest single-point source of carbon dioxide." Fred Krupp, president of the Environmental Defense Fund, the U.S. green lobby group, wrote to President George W. Bush in 2007, urging him not to support coal-to-liquid-fuel technology in the U.S. without a national carbon-emissions cap. Krupp now be-

lieves that with all U.S. presidential candidates vaunting their green credentials, worldwide restriction on greenhouse-gas emissions are inevitable. "It's not that we have it in for this particular technology," he says. "It's just that we don't see Sasol prospering in a world of carbon caps." One way to cut emissions is to capture the carbon dioxide. Davies says Sasol currently captures about 50% of the CO₂ emitted during the conversion process and is experimenting with algae that absorb the gas, possibly allowing the company to raise that figure and introduce refinements of Fischer-Tropsch that will help it emit less. But for now, 50% of the CO₂ will be released into the atmosphere, and there is still the problem of where to store or use the 50% that is captured.

For an energy company like Sasol to thrive using current technology, "public opinion would have to decide carbon emissions are a necessary evil to bring down the cost of fuel in the short term until more sustainable sources of fuel are discovered," says Barrows. Krupp is blunter. "In order for Sasol to have a profitable future, we have to be cynical about the world's ability to save itself," he says. But Sasol is used to these kinds of dilemmas. "There is a tension here," Davies acknowledges. "All development makes pollution. But China and India want what the West has, so they want energy, and we offer an energy solution." The trick, of course, is to somehow also "address the climate-change challenge," he says, adding that he believes this is where Sasol's history offers an advantage. After all, this is a company that has remade itself once before. "We are an innovative company," says Davies. "We can be part of this solution too." There's that die-hard optimism again. ■

'All development makes pollution. But China and India want what the West has, so they want energy, and we offer an energy solution.'

—PAT DAVIES, CHIEF EXECUTIVE OF SASOL



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Not a drop Caswell's mosaic portrait was assembled from numerous inkless Zinks

SMALL BUSINESS

Ink Inc. A smart new technology may mean hello to the inkless printer—and goodbye to the costly cartridge

BY JEREMY CAPLAN

PRINTER INK IS EASY TO HATE. IT'S MESSY and costly, and it runs out right when you need it most. Some printer manufacturers have tried to build more ink-efficient models; other companies sell off-label refill ink so you can reuse cartridges. But a start-up called Zink (short for "zero ink") has a bolder solution: How about getting rid of the ink entirely?

Zink's trick is to encode paper with billions of dye crystals. To produce pictures, a print head emits heat pulses that melt the dye crystals, rendering them into the desired colors. Zink is betting on the magic of that inkless process—a process protected by some 100 patents and pending patents.

The company, based in Bedford, Mass., is so confident of its intellectual property that it isn't even making its own machines. Instead, Zink is modeling itself on Microsoft and Intel, licensing its technology for use in other manufacturers' devices. Why battle Canon, Epson and Lexmark when

Zink could be used in cameras, laptops and even cell phones—which Americans use to take 10 billion pictures each year, only 10% of which end up being printed

they could become your customers instead? "If Intel were captive to one brand, it never would have become the great brand it became," says Zink CEO Wendy Caswell. "The same goes for Microsoft."

Like those two giants, Zink could see its technology used in a diverse array of gadgets—from digital picture frames to cameras to laptops. And that doesn't even include cell phones, which Americans use to take about 10 billion pictures each year—only about 10% of which ever end up being printed. "This allows you to put printers where they have never gone before," says Caswell. Zink could eventually be used by professionals in construction, real estate and other fields in which instant pictures are often essential.

In July, Polaroid, reborn out of the ashes of a 2001 bankruptcy, put the new technology to work, releasing PoGo, the first Zink portable printer. The \$150 device is a little bigger than an iPod and prints sticker-backed miniatures 2 in. by 3 in. (5 cm by 8 cm). The PoGo connects to digital cameras through a USB cable and to cell phones through Bluetooth. Polaroid, which also makes digital cameras and picture frames, plans to incorporate Zink into some existing products and produce larger printers for commercial applications. "This is not going to be a one-hit wonder," says Polaroid's director of product development, Jonathan Pollock.

Like many version 1.0 products, the PoGo has several failings. Photo quality is mediocre, and Zink paper costs \$10 for 30 prints. The device isn't as fast as you might expect: it takes a minute or two to transmit images wirelessly to the device and an additional 45 seconds to print. And the PoGo isn't yet compatible with some popular devices like Apple's iPhone.

Jim Lyons, a columnist for the *Hard Copy Observer*, an industry newsletter, raises the concern that portable printers may have limited appeal among those who grew up in the digital era. "The question is whether younger consumers are content to share photos online without printing them. I'm inclined to think that there's a generational shift," says Lyons. "But even if printing takes place in a small subset of cases, that still means millions of prints."

Like most start-ups, Zink has wrestled with growing pains. When the company received its first set of paper packs from a packager, some had the wrong number of sheets. Rather than send the sets back, Caswell put 30 employees on an assembly line to weigh the 30,000 packages and fix the lemons. Chemists, engineers and others along the corporate ladder chipped in. "Everybody does the dishes here," Caswell says. But if Zink technology catches on, the same employees could be dining out soon. ■

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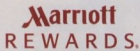
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Will Wright is considered a god among game designers. Now he wants to make you a god too

VIDEO GAMES, PAGE 64

Arts

BOOKS ■ TELEVISION ■ VIDEO GAMES ■ DOWNTIME



BOOKS

Private History.

A new novel conjures the inner life of a familiar First Lady

BY JOE KLEIN



IT IS A CLASSIC STORY. THE demure small-town librarian swept off her feet by the handsome prince—a story with its roots in Cinderella ... and also, in this case, in the rather unbelievable recent history of our country. The librarian is smart and attractive but almost catatonic with guilt: her carelessness behind the wheel once caused the death of a good friend. The prince is charming, as advertised, but also carefree in a way that the librarian envies and mistrusts. He adores her, without question. She succumbs, with reservations. In Curtis Sittenfeld's brilliant novel *American Wife*, their names are Alice Lindgren and Charles Blackwell, and they come from Wisconsin. But we also know them, on the evening news, as Laura Welch and George W. Bush from Texas.

It is not easy to write fiction inspired by current events, especially if those events involve politics. The stage is too grand, the spotlight too bright. Our public life already



The West Wing. Do the characters in Curtis Sittenfeld's novel resemble key players in President Bush's inner circle? You be the judge



A — "I was flustered, but I did not correct him. Hank Ucker was shorter than Charlie, an inch or so taller than I was, with a receding hairline, intelligent and slightly squinty eyes behind tortoiseshell glasses, a large upturned nose, and the beginning of a double chin. Although I assumed he, too, was about thirty, he was one of those men who looked like he'd been born middle-aged; indeed, over the decades to come, his appearance would change little, and in his fifties, he was almost baby-faced. "A fine speech on the part of our friend Blackwell," he said.



B Although we were late to the barbecue, Charlie Blackwell was later, and Dena and I were already out back, sitting side by side on a picnic bench in the grass, when he emerged from the kitchen at the rear of the house and appeared on the deck holding a six-pack in each hand. He was wearing Dockers without socks, fraying khaki shorts, a belt with a rectangular silver buckle, and a faded pink button-down shirt that I could tell, even from several yards away, had once been good quality. He held the six-packs up near his ears, shook them—a stupid thing to do with beer, I thought—and called out to the yard at large, "Hells there, boys and girls!"



C Hank objected to the selection of Arnold Prouhet, saying that where Frank Logan shared Charlie's youthful energy, Arnold seemed old and dour. Arnold also made Charlie appear insecure, as if he were seeking a father figure. But Arnold's foreign policy expertise was significant, I countered when I was asked to weigh in (which was never by Hank and occasionally by Charlie, though usually he wanted to vent more than he needed to).

is ridiculously flagrant, far too obvious and overwrought for good fiction. And so, all too often, political novels descend from satire into cheap farce. Such books can be entertaining and sometimes cathartic but usually not very nourishing. *American Wife* is something else entirely—the opposite of a political satire, in fact—with a languorous pace and a fierce literary integrity: Alice and Charlie are complete creations, unique in their humanity—Alice especially. She is the quirky and (usually) reliable narrator. This is the story of her inner life, a place that only fiction can go.

Sittenfeld's audacious gamble is that she can make the reader understand why someone as civilized as Alice would fall for this force of nature and stay with him despite grave misgivings about his public persona. And it is Sittenfeld's triumph that we do. Charlie is a puerile, self-absorbed innocent but not unkind. (Alice would never tolerate that.) He is an excellent father and

a faithful husband; the pure pleasure of his company overwhelms Alice's need to punish herself for her lethal mistake. He is clever and insightful—his emotional intelligence beggars his intellect—and blithely uninformed. His strengths are every bit as apparent as his weaknesses.

Sittenfeld's first novel, *Prep*, was distinguished by the dead-on observations of upper-class life by a working-class narrator—a narrator, one imagines, not unlike Sittenfeld herself, who was jolted from Cincinnati to the rarefied precincts of the Groton School in Massachusetts. There is

American Wife is the opposite of a political satire, with a languorous pace and a fierce literary integrity

a similar class consciousness in *American Wife*, especially in the luscious passages in which Alice describes her first encounters with the Blackwell family at its summer estate, Halcyon, on Lake Michigan. The Blackwells are overwhelming, especially the materfamilias, known as Maj (short for "Her Majesty"). They are classic inbred WASPs, fetishizers of the threadbare—there is only one bathroom, with icky plumbing, at Halcyon for the truckload of Blackwell siblings. They're bawdy for effect (but prudish in reality), overly familiar, competitive to the point of insanity. Alice, of course, imagines that the Blackwells figure her for a gold digger. "What a clever girl you are!" Maj says when Alice blurts out the news of her and Charlie's engagement.

Relations between Alice and her mother-in-law remain frosty for a decade, as Charlie—after an unsuccessful run for Congress—slips into alcoholism and idly watching ball games and pitying himself as he puts around the family meatpacking business. When Alice finally decides she's had enough and uses her mother's home as the halfway house to a formal separation, Maj calls and drops a bomb: the family had been shocked that someone as refined as Alice had chosen Charlie in the first place. "[H]e was a 31-year-old wastrel, making that preposterous congressional run, no less, and he was dating waitresses. We couldn't imagine what you saw in him!"

Alice is dumbstruck—"Did all the Blackwells think Charlie was incompetent and foolish? Did everyone?" She reflexively rises to his defense. "Charlie wasn't the runt of the litter," she tells herself. "He wasn't an idiot." Not an idiot, surely, but a President of the United States? At the very moment that Alice realizes how the world sees her Prince Charming, Charlie suddenly gets his act together—under her threat of divorce. He is born again as a Christian and becomes the front man for a consortium of businessmen who buy the local baseball team. He is elected governor of Wisconsin. He is elected President.

Sittenfeld boldly skips over the politics that lands Charlie Blackwell in the White House. It is "the part that everybody knows," Alice says, picking up the narrative in the seventh year of the Blackwell presidency. It all seems a whirlwind to Alice, in any case, a tornado spinning too fast to be comprehensible—Charlie for President? Charlie as President? Charlie as the ultimate arbiter of war and peace? Indeed, Alice belatedly finds herself facing a moral dilemma: Was it possible that the disaster of Charlie's presidency—the war, the thousands dead—was her fault, just as the long-ago auto accident had been? Was

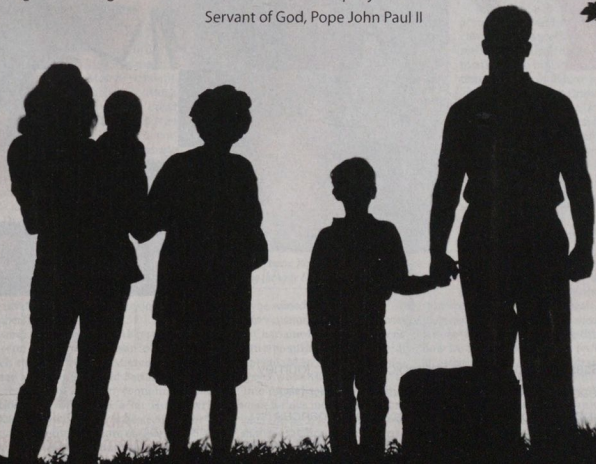
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she, having forced Charlie to sober up and get his act together, responsible for giving the nation this charming but limited man as its President? She is bogged by the simultaneous intimacy and superficiality of public life—that the fact that Charlie likes grabbing dinner at a local hamburger stand might be more important than his views on Islam. One can easily imagine, or perhaps hope, that Laura Bush might worry about that too.

Mrs. Bush has glided effortlessly through this presidency without a false step—an American sphinx, although one whose very presence conveys intimations of wisdom. Sittenfeld takes full creative advantage of that intelligent vagueness,

One hundred years from now, historians will ask themselves the same question that plagues Sittenfeld's First Lady

and her novel encourages readers to do the same. I wonder, for example, what the First Lady would make of Jane Mayer's extraordinary account of the Bush Administration's torture policy, *The Dark Side*, which I read simultaneously with *American Wife*. It is no small astonishment that Sittenfeld's portrait of the President and his circle made Mayer's horror story more plausible for me: suddenly you understand how George W. Bush could abdicate his authority and allow Dick Cheney and his alarming chief of staff, David Addington, to abandon the Geneva Conventions and engage in the most gruesome forms of torture. You can easily see Charlie Blackwell—whose (inaccurate) notion of the efficacy of torture would have been shaped by Hollywood—passing off the tough and the ugly jobs to his human two.

The abdication of personal responsibility—on torture, on the war in Iraq (in which authority was transferred first to Cheney and then to David Petraeus), on the regulation of major economic institutions and, of course, after Hurricane Katrina—will come to be seen, I suspect, as the defining failure of George W. Bush as President. One hundred years from now, historians will scratch their heads and ask themselves the same question that plagues Alice Blackwell: How did this amiable but feckless man ever get to be President? Curtis Sittenfeld has provided a plausible secret history of an American embarrassment—and a grand entertainment. *American Wife* heralds the end of the Age of Bush, which cannot come too soon.

TELEVISION

Undead on Arrival. Can HBO's drama *True Blood* reinvent the vampire story? We only wish that we could B-positive

BY JAMES PONIEWOZIK

LIKE MOST HBO SERIES, VAMPIRE DRAMA *True Blood* (Sundays, 9 p.m. E.T.) has a fantastic title sequence. To the tune of Jace Everett's dark country single *Bad Things*, images of death, lust and religious frenzy flash by. A woman writhes in black lingerie ... a preacher lays on hands ... a Venus flytrap snaps shut on a frog. It's a fever dream of Eros wrestling Thanatos in the middle of a tent revival. Damn! I think. I want to see the show *those* titles are for.



Look, but don't taste Bill (Moyer) must court Sookie while resisting the urge to dine on her

And maybe someday I will. Alan Ball (*Six Feet Under*'s creator) is adapting a series of novels by Charlaine Harris with a seemingly can't-miss premise, given the current rage for Stephenie Meyer's *Twilight* books: What happens when the undead try to integrate into mortal society? But while writerly honor forbids me to use a "suck" or "bite" joke, the early episodes of *True Blood* are, shall we say, drained of interest.

True Blood's vampires have "come out of the coffin" since the Japanese invented synthetic blood (sold as *Tru Blood* [sic], in six-packs). Humans are skeptical that they've really been taken off the menu—antivamp hate crimes abound—but they're also fascinated. There's a subculture of "fang-bangers" who crave vampire sex, and in a clever inversion, a brisk trade in "v," vampire blood, which intensifies the senses and acts like extra-strength Viagra.

Amid this setup we meet Sookie Stackhouse (Anna Paquin), a small-town Louisiana bar waitress with her own supernatural issues. She can read people's minds, making daily life a minefield of too much information. When the bar gets its first vamp visitor, 173-year-old Bill Compton (Stephen Moyer), she takes a shine to him, not just for his smoky looks or his undead Confederate-soldier courtliness: to her relief, she can't read his thoughts. Their romance unnerves her friends and coworkers, though, particularly when women start turning up dead with twin puncture wounds.

So far, so tasty. But Ball's characters, living and dead, are caricatures. He once said the only wedding HBO ever did on *SF* was to ask him to make it *less* conventional, and he could have used that kind of intervention this time. For a show about prejudice, *True Blood* is free with stereotypes: Sookie's sassy black friend, the flaming gay cook and sundry racist *Juh-hee-sus*-fearing rednecks. (When a boy sees Bill and tells his mother, "He's so white!" she answers, "No, darlin', we're white. He's *dayd*!")

True Blood makes little effort to rethink genre conventions, as HBO did with shows like *The Sopranos* and *Deadwood*. The vampires have spooky eyes and fangs that click into place. When Sookie reads people's minds, they speak in complete sentences. This last is a mechanical failure (that's not how people think, just how we're used to hearing it on TV) and an artistic one. In HBO's great dramas, unlike most TV, the characters don't tell you exactly what they're thinking. Was the world dying for an HBO show with no subtext? Take away the graphic sex, and *True Blood* could air on USA Network.

There are signs of the show the title sequence promises in Episodes 4 and 5, which dial down the heavy-handedness (trusting the audience to get, say, the gay-prejudice allegory without showing GOD HATES FANGS signs) and explore more intriguing corners of undead life (such as the curse of seeing your own mortal children grow old and die). As it happens, they're the work of writers other than Ball. Maybe that this *Blood* needs most is a transfusion.



VIDEO GAMES

Playing God. The creator of *The Sims* has turned the creation and evolution of life into the most ambitious game ever

BY LEV GROSSMAN

WILL WRIGHT IS THAT RAREST OF CREATURES, a true intellectual omnivore. He is literally interested in everything. Based on his conversation, he might be a molecular biologist or an economist. In fact, he designs video games for a living. Wright is the inventor of *The Sims*, the revolutionary game in which actual humans control the lives of little simulated humans, making them go to work or fall in love or swim around in virtual swimming pools till they drown. *The Sims* is the best-selling computer game of all time. Among game designers, Wright is considered a living god. Now he wants to make you a god too.

For the past seven years, Wright has been working on one of the most ambitious video games ever conceived. The basic idea is to blow out *The Sims* to the horizon in all directions: this time you create and control an entire species. Wright's first title for the project was *Sim Everything*. Later he settled on *Spore*. It will be released on Sept. 9.

The opening act of *Spore* shows a comet crashing into Earth bearing organic ma-

terial from outer space. This represents an actual hypothesis of how life on Earth began, called panspermia, which Wright considers to be fairly plausible. (He describes himself as "definitely an atheist. Well, agnostic atheist maybe.") But that's not why he put it in *Spore*. He put it in because it's more fun than other hypotheses. "We did a lot of prototypes around more of a biogenesis model," Wright says. "Autocatalytic sets, emergent chemistries. The programmer and I really enjoyed playing with those. Nobody else did. They were



Original sim A college dropout, Wright, 48, makes games with no winner and no ending

Unusual suspects Players create their own aliens, which *Spore* automatically animates

a bit abstract." One of the drawbacks of being interested in everything is having to remember that not everybody else is.

God rested after he created life, but you're just getting started. Next you shepherd your fledgling life-form through its single-celled stage until it's ready to crawl onto land, at which time you decide where its various eyes and ears and limbs and less easily identifiable appendages go. Then it must learn to feed itself and reproduce. Eventually, it forms tribes and builds cities. Finally it achieves spaceflight, whereupon you guide it off into the galaxy to meet other sentient species.

You can't turn the entire history of life into a video game without wrestling with some heavy philosophical questions, but Wright seems to have steered a middle course that avoids both religious and evolutionary blasphemy. You could read *Spore* equally easily as a model of evolution or of intelligent design, with you in the role of Intelligent Designer. (O.K., it's a bit blasphemous.) "A game like this can actually generate interesting, meaningful conversations between people," Wright says. "I think that's the best thing it can do."

They'll talk about it, but will people actually want to play *Spore*? In June, Wright released the game's creature-design module as a free download. He thought he might see a million designs by the end of the year. Instead, he got a million in the first week. "Eighteen days after we released it, we'd exceeded the number of known species on Earth," he says. "I thought that was a nice metric." Wright also discovered that he'd inadvertently created a new art form: *Spore*-nography. People were using *Spore* to create creatures that looked like, well, genitals. "We anticipated that," Wright says. "But I was really surprised at how good the Sporn was. Because we were doing these really pathetic-looking penises, you know? And they were doing these amazing, really explicit things that would animate correctly!"

In *The Sims*, people told stories about their private lives. *Spore* should lend itself to very different kinds of narratives. "I think *Spore* is going to be closer to Tolkien or Lucas or Kubrick," Wright says, "in terms of these very epic stories about the meaning of life and its destination." What's interesting about Wright is that he doesn't have to be Tolkien or Lucas or Kubrick. He wants you to be. "I'm a little different from a lot of other game designers in that I'm never interested in trying to tell a story," he explains. "I'm much more interested in the players being able to tell stories." ■



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- Alert your doctor if you develop very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure, as these may be signs of a rare but potentially fatal condition called neuroleptic malignant syndrome (NMS)
- If you develop abnormal or uncontrollable facial movements, notify your doctor, as these may be signs of tardive dyskinesia (TD), which could become permanent
- If you have diabetes or have risk factors or symptoms of diabetes, your blood sugar should be monitored. High blood sugar has been reported with ABILIFY and medicines like it. In some cases, extreme high blood sugar can lead to coma or death
- Other risks may include lightheadedness upon standing, seizures, trouble swallowing, or impairment in judgment or motor skills. Until you know how ABILIFY affects you, you should not drive or operate machinery

The common side effects in adults in clinical trials ($\geq 10\%$) include nausea, vomiting, constipation, headache, dizziness, an inner sense of restlessness or need to move (akathisia), anxiety and insomnia. Tell your doctor about all the medicines you're taking, since there are some risks for drug interactions. You should avoid alcohol while taking ABILIFY.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit www.fda.gov/medwatch, or call 1-800-FDA-1088.

Please read the Important Information about ABILIFY on the adjacent page.

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Name

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What is ABILIFY?

ABILIFY (aripiprazole) is a prescription medicine used as an add-on treatment to antidepressants for Major Depressive Disorder in adults.

What is depression?

Depression is a common but serious medical condition. Symptoms may include sadness, loss of interest in activities you once enjoyed, loss of energy, difficulty concentrating or making decisions, feelings of worthlessness or excessive guilt, insomnia or excessive sleep, a change in appetite causing weight loss or gain, or thoughts of death or suicide. These could be depression symptoms if they interfere with daily life at home, at work, or with friends and last most of the day, nearly every day for at least 2 weeks.

What is the most important information that I should know about antidepressant medicines, depression, and other serious mental illnesses?

- Antidepressant medicines may increase suicidal thoughts or actions in some children, teenagers, and young adults
- Depression and serious mental illnesses are the most important causes of suicidal thoughts and actions

For more information, see the Prescribing Information and the Medication Guide called *Antidepressant Medicines, Depression and Other Serious Mental Illnesses, and Suicidal Thoughts or Actions*.

Who should NOT take ABILIFY?

People who are allergic to ABILIFY or to any substance that is in it. Allergic reactions have ranged from rash, hives and itching to difficulty breathing and swelling of the face, lips, or tongue. Please talk with your healthcare professional.

What is the most important information that I should know about ABILIFY?

Elderly patients, diagnosed with psychosis as a result of dementia (for example, an inability to perform daily activities as a result of increased memory loss), and who are treated with antipsychotic medicines including ABILIFY, are at an increased risk of death when compared to patients who are treated with a placebo (sugar pill). ABILIFY is not approved for the treatment of patients with dementia-related psychosis.

Antidepressants may increase suicidal thoughts or behaviors in some children, teenagers, and young adults, especially within the first few months of treatment or when the dose is changed. Depression and other serious mental illnesses are themselves associated with an increase in the risk of suicide. Patients on antidepressants and their families or caregivers should watch for new or worsening depression symptoms, unusual changes in behavior, or thoughts of suicide. Such symptoms should be reported to the patient's healthcare professional right away, especially if they are severe or occur suddenly. ABILIFY is not approved for use in pediatric patients with depression.

Serious side effects can occur with any antipsychotic medicine, including ABILIFY. Tell your healthcare professional right away if you have any conditions or side effects, including the following:

Stroke or ministroke in elderly patients with dementia: An increased risk of stroke and ministroke has been reported in clinical studies of elderly patients with dementia (for example, increased memory loss and inability to perform daily activities). ABILIFY is not approved for treating patients with dementia.

Neuroleptic malignant syndrome (NMS): Very high fever, rigid muscles, shaking, confusion, sweating, or increased heart rate and blood pressure may be signs of NMS, a rare but serious side effect that could be fatal.

Tardive dyskinesia (TD): Abnormal or uncontrollable movements of face, tongue, or other parts of body may be signs of a serious condition known as TD, which may be permanent.

High blood sugar and diabetes: Patients with diabetes and those having risk factors for diabetes (for example, obesity, family history of diabetes), as well as those with symptoms such as unexpected increases in thirst, urination, or hunger should have their blood sugar levels checked before and during treatment. Increases in blood sugar levels (hyperglycemia), in some cases serious and associated with coma or death, have been reported in patients taking ABILIFY, and medicines like it.

Orthostatic hypotension: Lightheadedness or faintness caused by a sudden change in heart rate and blood pressure when rising too quickly from a sitting or lying position (orthostatic hypotension) has been reported with ABILIFY.

Suicidal thoughts: If you have suicidal thoughts, you should tell your healthcare professional right away.

Dysphagia: Medicines like ABILIFY (aripiprazole) have been associated with swallowing problems (dysphagia). If you had or have swallowing problems, you should tell your healthcare professional.

What should I talk to my healthcare provider about?

Patients and their families or caregivers should watch for new or worsening depression symptoms, unusual changes in behavior and thoughts of suicide, as well as for anxiety, agitation, panic attacks, difficulty sleeping, irritability, hostility, aggressiveness, impulsivity, restlessness, or extreme hyperactivity. Call your healthcare provider right away if you have thoughts of suicide or if any of these symptoms are severe or occur suddenly. Be especially observant within the first few months of antidepressant treatment or whenever there is a change in dose.

Tell your healthcare provider about any medical conditions you may have and all medicines that you are taking or plan to take, including prescription and nonprescription (over-the-counter) medicines.

Be sure to tell your healthcare provider:

- If you have suicidal thoughts
- If you or anyone in your family have or had seizures
- If you or anyone in your family have or had high blood sugar or diabetes
- If you are pregnant, plan to become pregnant, or are breast-feeding

What should I avoid when taking ABILIFY?

- Avoid overheating and dehydration
- Avoid driving or operating hazardous machinery until you know how ABILIFY affects you
- Avoid drinking alcohol
- Avoid breast-feeding an infant

What are the possible side effects of ABILIFY?

Common side effects in adults include: nausea, vomiting, constipation, headache, dizziness, an inner sense of restlessness or need to move (akathisia), anxiety and insomnia.

It is important to contact your healthcare professional if you experience prolonged, abnormal muscle spasm or contraction which may be signs of a condition called dystonia.

What percentage of people stopped taking ABILIFY due to side effects?

In clinical trials, the percentage of adults who discontinued taking ABILIFY due to side effects was ABILIFY (6%) and for patients treated with sugar pill (2%).

Can I safely take ABILIFY while I'm taking other medications?

ABILIFY can be taken with most drugs; however, taking ABILIFY with some medicines may require your healthcare professional to adjust the dosage of ABILIFY.

Some medicines* include:

- ketoconazole (NIZORAL®)
- quinine (QUINIDEX®)
- fluoxetine (PROZAC®)
- paroxetine (PAXIL®)
- carbamazepine (TEGRETOL®)

It is important to tell your healthcare professional about all the medicines you're taking, just to be sure.

General advice about ABILIFY:

- ABILIFY is usually taken once a day, with or without food
- ABILIFY should be kept out of the reach of children and pets
- Store ABILIFY Tablets and the Oral Solution at room temperature
- For patients who must limit their sugar intake, be aware that ABILIFY Oral Solution contains sugar
- For patients who cannot metabolize phenylalanine (those with phenylketonuria or PKU), ABILIFY DISCMLT® contains phenylalanine
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Based on Full Prescribing Information as of 05/08 1239550A.02.

Bristol-Myers Squibb Otsuka America Pharmaceutical, Inc.

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Downtime



5 Things You Should Know About Brian Wilson, a B-movie queen and a book of Booneisms



MUSIC

Brian Wilson *That Lucky Old Sun*; available now

He's 66 now, too old to be chasing the high notes, but the miles on Wilson's voice make his eternal innocence seem that much sweeter. The songs are slight ruminations on '60s L.A., some barely memorable, but as delivery devices for an optimistic soul, they do just fine. **B**



DVDS

Moontide and **Road House**, both starring Ida Lupino; Fox Film Noir series; out now
The B-movie Bette Davis, Ida Lupino could play waifs or wantons, but she always gave her characters the wit and glamour required to wrestle with their fates. In *Moontide* (1942), she's the last hope for French icon Jean Gabin; in *Road House* (1948), she's the torch singer hired by punk Richard Widmark: two solid noirs starring one classy dame. **B+**



Baby Mama Directed by Michael McCullers; rated PG 13; out Sept. 9

Tina Fey's put-upon charm bounces so winningly off Amy Poehler's antic humor that this tale of a career woman and the surrogate she engages becomes less chick flick and more buddy movie with babies. Plus, the alternate ending is way cuter than the original. **A-**



Then She Found Me Directed by Helen Hunt; rated R; out now

This movie has something to teach all women: Colin Firth is not always going to be there for you. Hunt directs herself in a story of yearning, from a book by Elinor Lipman, but can't quite juggle the funny and the touching, so ends up with neither. **B-**



BOOKS

The First Billion Is the Hardest By T. Boone Pickens; out now

The latest memoir from the Texas oilman turned alternative-energy promoter is heavier on life lessons than behind-the-scenes anecdotes, though Pickens' sauciness—"Booneism #5: The higher a monkey climbs a tree, the more people can see his ass"—does entertain. **C**

By Richard Corliss, Barbara Kiviat, Belinda Luscombe and Josh Tyrangiel

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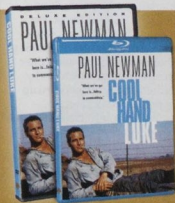


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Nancy

Gibbs

Parent Trap. Sarah Palin's complicated life story speaks to the agonizing choices that women face

ALMOST OVERNIGHT, SARAH PALIN REPLACED HILLARY Clinton as the screen on which we project our doubts and hopes about women and success. In noisy public forums, everyone seemed suddenly certain of beliefs they used to reject: of course a woman can manage five kids and the vice leadership of the free world, said conservative defenders previously known for asserting a woman's need to submit to her husband. Of course she has no business putting her family through this, said liberal opponents better known for insisting women should submit to no one.

But in quieter places, like my inbox and my subconscious, there has been nothing like that kind of certainty.

Instead, it has been the conversation that never ends, the one about how we juggle and who we judge, and I don't think I know any woman, working or not, who feels she has gotten it exactly right. I do know we share a deep revulsion at having choices made for us and values thrust upon us, which is why Palin has our instincts tied up in such intricate knots.

We are accustomed, after centuries of experience, to ambitious fathers whose parental failures are glossed over and swept under the rug by devoted wives and complicit courtiers; we only learn about the train wrecks of famous families when we read the memoirs. When a man at the height of his powers announces he will be Spending More Time with His Family, it translates as: he messed up big time, didn't have what it takes.

But now we are presented with the unfolding complexity of an ambitious woman, one prepared to be Spending Less Time with Her Family, to play by the boys' rules, to break the glass ceiling Clinton softened for her. I couldn't help thinking as I watched Palin's debut that she was the most macho candidate we've seen in years, the point guard turned sportscaster aiming her M-16, shooting her moose, taking on the good ole boys. And yes, balancing BlackBerry and breast pump, with a beautiful family that includes a son heading to Iraq, a pregnant teenage daughter and a 4-month-old with special needs. She's willing to put Country First. Should she be punished for doing something we reward men for doing?

Just to complicate the picture a little more: the week before the Republicans gave us Sarah Palin, the Demo-

crats offered up Joe Biden as a man who could feel my pain; who after his wife and daughter's fatal car accident had to be talked out of giving up his Senate seat because he wanted to be at his sons' side; who if voters know nothing else about him, know that he takes the train home to Delaware every night and never missed a soccer game.

So I come back to the moment when John McCain invited Palin to become the first woman on a Republican ticket. Together they could make history, perhaps make the world a better place. I have to wonder: Did she know her daughter would become a late-night punch line? How ever unconditionally supportive, did she tell Bristol she'd

have to stay backstage or hold her baby brother in the pictures in a way that hid her own baby until a media strategy had been set for telling the public her most private secrets? Ordinarily, such revelations are choreographed well in advance—only this time, there was no advance. The pregnancy was something of an open secret in Alaska, where respect for privacy and small-town sympathy may have allowed a governor to imagine that the impact would be minimal. But America isn't Alaska, and the national stage is no small town. McCain may have given her a chance that women have been waiting for for



years. But he has also been through this before, faced the kind of scrutiny for which nothing can really prepare you. Did he warn her about what lay ahead?

We don't really know Sarah Palin and can't possibly know what calculations and compromises she has made. We do know one thing, however. She was given very little time to make this choice. Every working mother lives a life of what-ifs and should-I's, birthdays missed for the important meeting and meetings missed because a child was sick. Yes, many men face these choices too, but I hear mainly the women in my life agonize over them, applauding friends who make the hard climb but also those who walk away. We still don't have many role models, because professional success and successful parenting both take so much time and heart and sweat and sleepless nights. So it's hard to watch an accomplished woman walk the tightrope under lights this bright and with stakes this high; we don't want it to look too easy, but don't want to see her fall.

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